

# Saturday Night

Canada's Magazine of Business and Contemporary Affairs

MARCH 19TH 1960 20 CENTS



Business Moves in on Canadian TV



## A moment of insight

IN THE FACE OF HIS SLEEPING SON, a father sees a reflection of himself. He recaptures, in a moment of insight, the dreams that are part of a boy's ever-widening world. He sees the promise of the years to come.

Helping to make this promise a reality is the business of The Royal Trust.

Every good father tries to provide the utmost for his children . . . a university education, opportunities to travel, the means to get started in a business or profession, the pathway to a fuller, richer life. Many are the ways in which we may serve a family; arranging the purchase of a home, managing investments, conserving assets. The future may hold unex-

pected problems—the wise man selects a permanent, experienced Executor and Trustee.

Such insight enriches the living years. You enjoy the deep satisfaction of knowing that your plans for the future will be carried out, with care and understanding. Those you love will receive the continuing guidance and assistance that best assures their comfort and security.

## THE ROYAL TRUST COMPANY

St. John's Halifax Charlottetown Saint John Quebec Sherbrooke Montreal  
Ottawa Toronto Kingston Hamilton London Port Arthur Winnipeg  
Edmonton Calgary Lethbridge Kelowna Vancouver Victoria London, Eng.



# Saturday Night

VOL. 75 No. 6

ESTABLISHED 1887

WHOLE NO. 3361

## Editor:

Arnold Edinborough

## Managing Editor:

Herbert McManus

## Business Editor:

R. M. Baiden

## Art Director:

Alan Mercer

**Contributing Editors:** John A. Irving, Mary Lowrey Ross, Maxwell Cohen (International Affairs), John Gellner (Military Affairs), Edwin Copps (Ottawa), Anthony West (New York), Beverley Nichols (London), Robert Jamieson (Montreal).

## ARTICLES

### Business Moves in on Canadian TV

by Dean Walker, 9

### Lightning on the Literary Landscape

by Byron Riggan, 14

### How Vulnerable Is the Tory Majority?

by Robert W. Reford, 18

### Ulster Is a Plus On a Visit to U.K.

by Lewis Roberts, 20

### Happy Shareholders Can Help Business

by Bruce Wallace, 22

### British Labor Gives Its Word

by Beverley Nichols, 32

## DEPARTMENTS

### Books, 29

### Comment of the Day, 2

### Crossword, 39

### Gold & Dross, 48

### Insurance, 46

### Letters, 4

### Point of View, 52

### Records, 26

### Research, 40

### Television, 37

## INSIDE STORY

**THE COVER:** Television in Canada — with private competition for the CBC now assured and actively planned — faces the biggest change in its brief history. From this year on, it will never be the same.

"Business Moves In on Canadian TV". Some private station licences have already been granted and others are in the works; active bidders include the top echelon of Canadian business. Over the whole picture is superimposed a Board of Broadcast Governors which has come up with some tough rules which it expects to enforce. With big money and bright brains involved, what can the Canadian public expect? **Dean Walker** is a New Zealand-born free-lancer of international experience and a contributor to many leading Canadian publications; he won a Canadian Film Award in 1959 for "encouraging high standards in Canadian film production through his articles." He has been digging up the TV answers as they appear to date. His report on why, how and where — together with some predictions — begins on Page 9.

Genius or evil genius — embodied in a cherub-faced, 19-year-old Quebec stenographer with a compelling passion to write — that is what is agitating literary and ecclesiastic circles in the Province. Now, in order that the rest of Canada may judge, **Byron Riggan**, beginning on Page 14, tells the full story of Marie-Claire Blais and her book *La Belle Bete*, — a story he knows well since he recently researched and wrote a full-length program on Mlle. Blais for CBC Montreal.

Majorities in the House of Commons are one thing, the votes which produce them are another. And figures can tell strange tales. How many constituencies, for example, do the Tories hold by a margin of under 1,000? And how many total votes would be needed to topple them from power? **Robert Reford**, a member of the Parliamentary Press Gallery who writes a comment column for the Boston *Herald* and several Canadian provincial dailies, examines the fascinating possibilities in "How Vulnerable Is The Tory Majority?" on Page 18.

**President and Publisher,** Jack Kent Cooke; Vice-presidents, Hal E. Cooke, Neil M. Watt, E. R. Milling; Circulation Manager, Arthur Phillips. **Director of Advertising:** Donald R. Shepherd. Representatives: New York, Donald Cooke, Inc., 666 Fifth Avenue; Chicago, Brian Boylston, 620 South Prospect, Park Ridge, Ill.; Los Angeles, Lee F. O'Connell Co., 111 North La Cienega Blvd., Beverley Hills, Cal.; San Francisco, Lee F. O'Connell Co., 166 Geary Street; London, Eng., Dennis W. Mayes Ltd., 69 Fleet St., E. C. 4. **Subscription Prices:** Canada \$4.00 one year; \$6.00 two years; \$8.00 three years; \$10.00 four years. Commonwealth countries and U.S.A. \$5.00 per year; all others \$6.00. Newsstand and single issues 20c. Authorized as second class mail, Post Office Department, Ottawa. Published every second Saturday by Consolidated Press Division, Suite 707, Drummond Building, 1117 St. Catherine St. West, Montreal, Canada. **Editorial and Advertising Offices,** 73 Richmond St. W., Toronto, Canada.

**PICTURE CREDITS:** Cover, Robert C. Ragsdale, CBC; Page 9, Herb Knott; Pages 10, 11, Artray Ltd., Alan Mercer; Pages 12, 13, Artray Ltd., CBC, Meridian Films, Henry Fox; Pages 14, 15, 16, 17, Gerald Taaffe, Marie-Claire Blais; Page 18, Star Newspaper Service; Pages 20, 21, British Travel Association, Northern Ireland Tourist Board; Pages 22, 23, Miller Services; Page 26, RCA Victor; Page 27, Everest, Decca; Page 29, Wide World; Page 32, United Kingdom Information Service, Wide World; Page 37, Robert C. Ragsdale, Robert Crone Pictures Limited.



## A moment of insight

IN THE FACE OF HIS SLEEPING SON, a father sees a reflection of himself. He recaptures, in a moment of insight, the dreams that are part of a boy's ever-widening world. He sees the promise of the years to come.

Helping to make this promise a reality is the business of The Royal Trust.

Every good father tries to provide the utmost for his children . . . a university education, opportunities to travel, the means to get started in a business or profession, the pathway to a fuller, richer life. Many are the ways in which we may serve a family; arranging the purchase of a home, managing investments, conserving assets. The future may hold unex-

pected problems—the wise man selects a permanent, experienced Executor and Trustee.

Such insight enriches the living years. You enjoy the deep satisfaction of knowing that your plans for the future will be carried out, with care and understanding. Those you love will receive the continuing guidance and assistance that best assures their comfort and security.

## THE ROYAL TRUST COMPANY

St. John's Halifax Charlottetown Saint John Quebec Sherbrooke Montreal  
Ottawa Toronto Kingston Hamilton London Port Arthur Winnipeg  
Edmonton Calgary Lethbridge Kelowna Vancouver Victoria London, Eng.



# Saturday Night

VOL. 75 No. 6

ESTABLISHED 1887

WHOLE NO. 3361

**Editor:**  
Arnold Edinborough

**Managing Editor:**  
Herbert McManus

**Business Editor:**  
R. M. Baiden

**Art Director:**  
Alan Mercer

**Contributing Editors:** John A. Irving, Mary Lowrey Ross, Maxwell Cohen (International Affairs), John Gellner (Military Affairs), Edwin Copps (Ottawa), Anthony West (New York), Beverley Nichols (London), Robert Jamieson (Montreal).

## ARTICLES

### **Business Moves in on Canadian TV**

by Dean Walker, 9

### **Lightning on the Literary Landscape**

by Byron Riggan, 14

### **How Vulnerable Is the Tory Majority?**

by Robert W. Reford, 18

### **Ulster Is a Plus On a Visit to U.K.**

by Lewis Roberts, 20

### **Happy Shareholders Can Help Business**

by Bruce Wallace, 22

### **British Labor Gives Its Word**

by Beverley Nichols, 32

## DEPARTMENTS

### **Books, 29**

### **Comment of the Day, 2**

### **Crossword, 39**

### **Gold & Dross, 48**

### **Insurance, 46**

### **Letters, 4**

### **Point of View, 52**

### **Records, 26**

### **Research, 40**

### **Television, 37**

## INSIDE STORY

**THE COVER:** Television in Canada — with private competition for the CBC now assured and actively planned — faces the biggest change in its brief history. From this year on, it will never be the same.

"Business Moves In on Canadian TV". Some private station licences have already been granted and others are in the works; active bidders include the top echelon of Canadian business. Over the whole picture is superimposed a Board of Broadcast Governors which has come up with some tough rules which it expects to enforce. With big money and bright brains involved, what can the Canadian public expect? **Dean Walker** is a New Zealand-born free-lancer of international experience and a contributor to many leading Canadian publications; he won a Canadian Film Award in 1959 for "encouraging high standards in Canadian film production through his articles." He has been digging up the TV answers as they appear to date. His report on why, how and where — together with some predictions — begins on Page 9.

Genius or evil genius — embodied in a cherub-faced, 19-year-old Quebec stenographer with a compelling passion to write — that is what is agitating literary and ecclesiastic circles in the Province. Now, in order that the rest of Canada may judge, **Byron Riggan**, beginning on Page 14, tells the full story of Marie-Claire Blais and her book *La Belle Bete*, — a story he knows well since he recently researched and wrote a full-length program on Mlle. Blais for CBC Montreal.

Majorities in the House of Commons are one thing, the votes which produce them are another. And figures can tell strange tales. How many constituencies, for example, do the Tories hold by a margin of under 1,000? And how many total votes would be needed to topple them from power? **Robert Reford**, a member of the Parliamentary Press Gallery who writes a comment column for the Boston *Herald* and several Canadian provincial dailies, examines the fascinating possibilities in "How Vulnerable Is The Tory Majority?" on Page 18.

**President and Publisher,** Jack Kent Cooke; Vice-presidents, Hal E. Cooke, Neil M. Watt, E. R. Milling; Circulation Manager, Arthur Phillips. **Director of Advertising:** Donald R. Shepherd. Representatives: New York, Donald Cooke, Inc., 666 Fifth Avenue; Chicago, Adrian Boylston, 620 South Prospect, Park Ridge, Ill.; Los Angeles, Lee F. O'Connell Co., 111 North La Cienega Blvd., Beverly Hills, Cal.; San Francisco, Lee F. O'Connell Co., 166 Geary Street; London, Eng., Dennis W. Mayes Ltd., 69 Fleet St., E. C. 4. **Subscription Prices:** Canada \$4.00 one year; \$6.00 two years; \$8.00 three years; \$10.00 four years. Commonwealth countries and U.S.A. \$5.00 per year; all others \$6.00. Newsstand and single issues 20c. Authorized as second class mail, Post Office Department, Ottawa. Published every second Saturday by Consolidated Press Division, Suite 707, Drummond Building, 1117 St. Catherine St. West, Montreal, Canada. **Editorial and Advertising Offices,** 73 Richmond St. W., Toronto, Canada.

**PICTURE CREDITS:** Cover, Robert C. Ragsdale, CBC; Page 9, Herb Knott; Pages 10, 11, Artray Ltd., Alan Mercer; Pages 12, 13, Artray Ltd., CBC, Meridian Films, Henry Fox; Pages 14, 15, 16, 17, Gerald Taaffe, Marie-Claire Blais; Page 18, Star Newspaper Service; Pages 20, 21, British Travel Association, Northern Ireland Tourist Board; Pages 22, 23, Miller Services; Page 26, RCA Victor; Page 27, Everest, Decca; Page 29, Wide World; Page 32, United Kingdom Information Service, Wide World; Page 37, Robert C. Ragsdale, Robert Crone Pictures Limited.

## Comment of the Day

### The Hanging Question

IT IS NOT EASY to hang a man. The knot of the rope must be properly placed behind the ear, the weight of the victim must be carefully calculated and the length of the drop finely adjusted. Such an operation calls for skill and practice on the part of the hangman. Unfortunately the hangman is unlikely to possess either, with the result that severe bungles can and do occur. For example, when Private Bruce Potter was hanged in Oakalla prison in 1946, his head was torn from his body—a fate to which not even the majesty of the law had consigned him.

It does not serve any really useful purpose to hang a man either. For if the declared purpose be to deter other people from committing murder, then that purpose is not, in Canada, fulfilled. What is more, experience in other countries has shown that when hanging is abolished the crime of murder decreases. For example, in Holland the death penalty was abolished in 1870 and within 70 years the murder rate per one hundred thousand of population had declined from .095 to .057. In Norway the death penalty was abolished in 1905 and within 20 years the murder rate had decreased by over fifty percent. Denmark, perhaps impressed with its neighbors to the south and north, abolished the death penalty in 1930 and found that, whereas the murder rate before abolition (1901-1930) was .040 per one hundred thousand, in the 10 years after abolition this declined to .023. In Switzerland, where the death penalty was abolished in 1942, the murder rate in the 3 years before abolition was .237 and in the 3 years after, it dropped to .163.

Closer to home there are six states in the USA (Maine, Minnesota, Rhode Island, Michigan, North Dakota and Wisconsin) which have abolished the death penalty. The average homicide rate over a 10-year period for the six abolitionist states was 2.3, whereas the average for the whole of the United States was 8.1.

The Diefenbaker government must be well aware of these facts, for they explain why it has commuted the death penalty many more times than it has enforced it. And this leads to the inescapable conclusion that the government of the day does not believe the death penalty is a

deterrent, even though it maintains it on the statute-books solely for that purpose.

Hanging a man is not particularly logical either. If we are to exact a murderer's life in return for the life which he took, we should also revise our ideas of other punishments. A man who gets severely beaten up when he is robbed should have the satisfaction of knowing that his assailant, when discovered and convicted, should be available to certain chosen prison guards to be equally roughed up as part of his sentence. What is fair for the murderer is fair for the man convicted of assault. (It was perhaps this line of thought which led one correspondent to a Canadian newspaper to suggest that we should return to drawing and quartering, to make hanging a *really* gory deterrent).

Finally, it is not even Christian to take a man's life, for Christ's teaching not only encourages us to love all our fellow-men (including our enemies) but his own public execution showed that the majority, as many thinkers have reminded us, is never right in this matter.

The will of the majority may well favor capital punishment just as it would favor the abolition of taxes, but for that reason does Parliament abolish taxes?

At least Parliament has shown courage in debating hanging. One day it may even find enough members impressed by precedent, logic and Christianity to abolish it. We can only hope that the day will be soon. We have lagged behind Austria, Belgium, Denmark, Finland, Holland, Iceland, Italy, Luxemburg, Norway, Portugal, Sweden, Switzerland, Germany, Argentina, Brazil, Colombia, Costa Rica, Ecuador, Honduras, Mexico, Panama, Uruguay and Venezuela long enough.

### Eskimo Thunder

R. A. J. PHILLIPS, whose article on the Canadian Eskimos appeared in our last issue, carried the fight further in a recent conference held in Toronto. He gathered together a series of propositions which people whom he called "nonsense-mongers", have constantly trotted out on the Eskimo question. Having assembled them, he then expertly demolished them thus:

1. The notion that the igloo is more

natural and hence more desirable for Eskimos to live in than a house. Refutation: The Eskimo quickly abandons his igloo at the first opportunity, 1300 of them already having moved in to prefabricated houses at the cost of \$800 apiece.

2. The belief, as expounded by a missionary in a national magazine, that "it is better for an Eskimo to enter the Kingdom of Heaven than to be hospitalized". Refutation: This seems to assume merely that without hospitalization he will enter the Kingdom of Heaven sooner and the sooner the better.

3. The notion that the Eskimo should be left to his hunting and the development of his natural culture. Refutation: There is not enough game now left for the Eskimo to support himself, either in body or spirit.

4. The belief that education will destroy Eskimo tradition. Refutation: This is the same kind of theory which argued, in the 19th century, that children would be deprived of their natural privilege of working twelve hours underground if compulsory education were brought in.

5. The report that the Dew Line and its ancillary services will employ all Eskimos who are educable and employable. Refutation: The Dew Line is ready and working and has a total of only 85 Eskimos on the staff.

6. The theory that the Department of Northern Affairs represents a bureaucratic threat to the Eskimos. Refutation: There are only eighteen administrators in the department and between them they cover a territory of one million square miles.

The best proof that Mr. Phillips knew more of what he was talking about than any of his critics was an Eskimo who was at the conference, by the name of Ospik. Ospik had been hospitalized, cured and educated and is now a television writer and performer. He presented the case for the Canadian Eskimo in terms described by another speaker as "the quiet thunder of the Eskimo voice."

This quiet thunder will ultimately blot out completely the nonsense-mongers even if we, in our own civilized way, go on encouraging the latter through our racial indifference which, as one speaker said, is much more harmful than racial antagonism.



## Margaret's Marriage

OF ALL THE ROYAL FAMILY, Princess Margaret has had to suffer most as a private individual. She never really was in line for the throne once her sister had married and had children, but yet she has had to behave as though she were going tomorrow not only to become the Queen of England but also head of the Established Church.

It was the Establishment which defeated her in her attempt to marry Peter Townsend and it was the Establishment [in the persons of its more reactionary bishops] which has kept her life as joyless as possible.

Now that she is to be married to Antony Armstrong-Jones, we trust that she will find some of the gaiety which she has so far missed in life.

To bring this gaiety to her Mr. Armstrong-Jones will have to be something more than an ordinary young man. For marrying into the Royal Family is not a picnic. Unless you have a high determination to keep your own integrity and you make a firm resolve to keep your private life as private as possible, it is a killing experience—Prince Philip has found that.

Already, the sensational press both here and in the United Kingdom has paraded Mr. Armstrong-Jones' former emotional entanglements and, while praising the marriage on the editorial page, has tried to throw as much mud at it as possible on the front page.

In fact, Princess Margaret's marriage leads us to wonder whether the kind of questions which are often asked about monarchy ought not to be rephrased. Nowadays, it is not how long can we tolerate the monarchy, but how long will the Royal Family be able to stand the vicious treatment it gets from us?

## Science vs. The Arts

A LITTLE BOOK by C. P. Snow has been causing a great deal of discussion recently, both in England and the United States. Published here by Macmillan, it is called *The Two Cultures and the Scientific Revolution*. Its theme is simple: that our scientists and our literary intellectuals have absolutely no contact with one another at a time when such contact is absolutely essential for the preservation of the world.

Snow asks whether any of the leading non-scientific intellectuals know the first thing about science. Having once asked a group of literary figures about the Second Law of Thermodynamics, he goes on to say: "I now believe that if I had asked an even simpler question—such as, What do you mean by mass, or acceleration, which is the scientific equivalent of saying, Can you read?—not more than one out of ten of the highly-educated would have said that I was speaking the same language".

On the other hand, through his wartime work in the British Civil Service in charge of scientific research recruitment, he had the opportunity of talking to thirty or forty thousand young professional engineers. When he asked them what books they had read they "would modestly confess, 'Well, I've tried a bit of Dickens', rather as though Dickens were an extraordinary esoteric, tangled and dubiously rewarding writer, something like Rainer Maria Rilke".

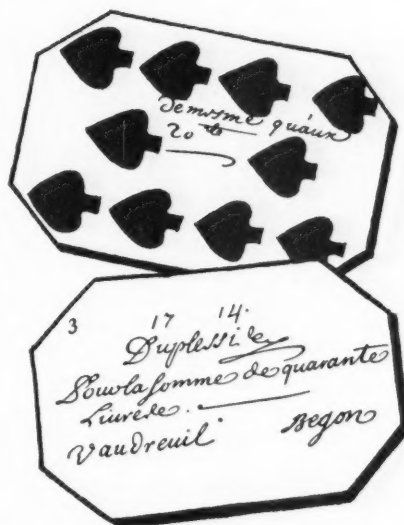
Snow is concerned about this in Britain, but his concern spreads to take in the whole of the Western world. Certainly he would not be diverted from his main thesis if he examined Canada's experience. Not only do our leading literary intellectuals know nothing whatever about what scientific research is being done in Canada, the scientists themselves are supremely uninterested in the search for national values which almost solely preoccupies the writers.

In the universities things are even worse. English, as it is taught to scientists in Canadian universities, is merely a "tool" of expression—just as it is in medical faculties and some other professional schools. In one university we know the courses are actually called "Science English" and "Medical English" as if young doctors and engineers only needed a small selected chunk of what art students waste four years of their time on.

Similarly, arts faculties, though requiring a scientific subject, do nothing to teach scientific method. Mostly such a prerequisite course is one of information rather than speculation. Since the classes are large, the final examination at the end of the year is likely to be sort of quick quiz more suitable for a cheap TV program than for university examinations.

It is up to the universities, however, to bridge the gap, particularly in a country where the college system is not widely used and where, therefore, students in different faculties do not readily mix with one another. Such bridging would mean that people concerned with politics, economics and literature would know enough about the physical world in which they live to understand it instead of dismissing it. It would also mean that those interested in mining, road building, town planning and air travel would be aware of the kind of people that they were building for and the grand design of the country which they are putting together.

Universally it would mean that the control of the atom bomb would become a purely practical problem instead of a highly charged emotional one. And this latter is urgent. As Snow concludes "Isn't it time we began? The danger is, we have been brought up to think as though we had all the time in the world. We have very little time. So little that I dare not guess at it".



## Canada's First Paper Money



Because of a shortage of coin in New France, playing cards were used as

money for 74 years. Beginning in 1668, cards were marked, signed by Governor Vaudreuil and Intendent Bégon and issued to soldiers and settlers as currency.

## Canada's First Real Money

Canada's first real money was issued by the Bank of Montreal—Canada's first bank—when it opened its doors for business on November 3, 1817. With the passing of the Currency Act in 1841, B of M coins became recognized legal tender of Canada.



**BANK OF MONTREAL**  
Canada's First Bank

SD249

## Letters

### The Pop-Valve

Wing-Commander Gellner is to be congratulated on the delicious irony of his article "Can We Really Save On Defence?" The thought of a clutch of comfortably-pensioned service personnel with nothing to fight with is Parkinsonian in its concept and recalls those sinecures of British history — Warden of the Cinque Ports (four of which are now inland), Warden of the Chiltern Hundreds (which exist only as a legal fiction), Keeper of the Tower of London and so on, not to mention Rouge Herald Pursuivant.

The point, really, is that armies have seldom been directly responsive to defence. Traditionally, they were a form of outdoor exercise and relief for the upper classes. To-day, their vast consumption and rapid write-off is the pop-valve of over-production.

TORONTO

J. P. LOVEKIN

### Home, Sweet Home

Three cheers for Mrs Bothwell. She has a hearty seconder in me for her motion "Let Us Adjourn — to the Home" (SN: Feb. 20). One of the nicest things I remember about my home was that my mother and father were always in it. And that is where I intend to be too.

FORT ST JOHN B.C. ANITA MACWILLIAMS

### Harmless Magnesium

We would draw your attention to an apparent copying error in the article "Does Your Job Make You Sick," by Norman DePoe (SN: Feb 20).

It is stated that

"Beryllium, cadmium, *magnesium* and selenium — all relative newcomers to industry — can and do cause wasting or lethal illnesses."

Magnesium is in fact an essential constituent of all living organisms, including human beings, the major elements of whose body fluids are approximately in the same ratio as they exist in sea water. Indeed the intake of many thousands of tons of magnesium in the form of Milk of Magnesia, Epsom Salts, and as a constituent of all the vegetable and animal matter that is eaten, tends to show its harmless nature. Even metallic magnesium can be ingested without harm.

The employees at our plant are now entering the third generation, and their health statistics are better than the Dominion or Provincial average.

We would ask that Mr. DePoe check his original references, as we suspect that this word is a misprint for manganese, which is quite a different metal and with more sinister aspects. It would be a pity to throw fear and despondency into the many thousands of workers with magnesium who may not have been so long in the business as our own.

TORONTO

H. G. WARRINGTON

Manager Sales & Technical Service  
Dominion Magnesium Ltd.

### No Room at the Top

Maxwell Cohen's article (SN Feb 20) is uncontroversial except for its title, and the caption to the picture of the U.N. building — "The UN: Toward a World Government" and "UN Building: World government emerging."

When the term "World Government" is used it demands that there be governors as well as the governed. Who will these be? For a pyramid of world power is like any physical pyramid — there is not room for a great many people to stand at the top. Those who would finally reach that dizzy height of world power would of necessity be lovers of power — mere lovers of their fellow men would be successfully halted at the lower levels, make no mistake about that!

Man's great problem to-day is to try to hold his institutions down to man-size — for it is fallible man who still has to run them. Let us beware of adding one more mammoth to the array of centralised monsters which already grind man's humanity underfoot by devious systems of remote control.

On the other hand there is grace and dignity in the conception of a World Parliament, and it is to this rather than to "World Government" that we are moving, recognising as Mr. Cohen says "the permanent political and social intertwining of the affairs of all mankind."

EDMONTON

E. V. HATTERSLEY

### Join 'em, Not Lick 'em

Of one thing I feel certain. Canada must reduce her costs of production, or we are headed for trouble. The question is "How". Exhortations by Government, management and labor directed towards one another are getting us nowhere. Some control system of taxes, profits and wages is out of the question, at least for the time being. We cannot expect to escape the effects of the world-wide revolution in economic

thinking and practice that is currently taking place. Sooner or later Canada must follow the example of our smaller European friends and allies. We should seek to join a larger trading area by agreeing with others to progressively reduce tariffs and quotas over the next ten years. The question is "What trading area should we join, and when?"

Thirteen European countries with populations ranging from 400,000 to 50,000,000, realizing that under GATT they could no longer raise tariffs to protect their domestic industries, and being faced with the competition of three economic giants — the U.S.A., Soviet Russia and Japan, decided on the only possible alternative. Acting swiftly to reduce their production costs through the advantages of mass production, they formed two new economic giants, the Inner Six and the Outer Seven and, even now, they are seeking to join the two into one. Already they are proving to be formidable competitors, and they will be more formidable tomorrow, and the day after tomorrow.

Meanwhile, Canada, encircled by five economic giants, is steadily becoming more vulnerable to competition, and more isolated. We are probably the highest cost producers of any of the industrial nations of the world. Our industries have already lost a large share of the domestic market, and stand to lose more. Strangely enough, some of our keenest competition comes from our closest friends and allies. If we can't beat them, let's join them.

I believe we have two possible alternatives. The one is to negotiate from strength — the other from weakness. While we are strong we should consider joining the Outer Seven, but we should endeavour to make a similar arrangement with the U.S.A., to run concurrently. To join the Inner Six may prove to be more difficult, but, even here, I would not despair, for we have a vast reservoir of good will to draw on, and, where there's a will, there is a way.

The other alternative is to dilly-dally and do nothing until in due course the problems of mounting unemployment at home, and shrinking export markets, added to the cost of servicing our growing external indebtedness, will create such a serious balance of payments problem, as to force us to sue ignominiously for terms from our largest creditor. What say you, Mr. Editor, and what do your readers think?

OTTAWA

WISHART ROBERTSON  
Senator



Japan • Australia • Hong Kong • New Zealand • Fiji • Manila • Hawaii • Around the World



## Run away to sea—on Orient & Pacific!



From the moment you board your Orient & Pacific liner on the West Coast you're in a fascinating company.

There are more than one thousand passengers on your ship. (Although you'd never guess it.) Some are going home to Hong Kong or the Philippines. Some to Malaya, India or England.

It's an international crowd on Orient & Pacific. And a *friendly* one. No matter

where you're headed—to the Orient, South Pacific or Europe—you'll have friends there *before* you arrive.

Warning: If you want to travel and feel you've never left home, we don't recommend our line.

But if you *do* like meeting new people, Continental cooking, English service and travel in the grand manner—*then* by all means ask your travel agent to book you on Orient & Pacific. Orient

& Pacific Lines, Dept. N, 210 Post St., San Francisco, California.

### NEXT SAILINGS TO THE ORIENT

Leave\* April 4, May 17, June 16, July 24  
Round trips to Japan from \$638.

### NEXT SAILINGS TO THE SOUTH PACIFIC

Leave\* May 13, July 28, September 4 & 13  
Round trips to Australia from \$604.

\*San Francisco—Ship also calls at Vancouver, Los Angeles, Hawaii.

Cunard Line • General Passenger Agents in U. S. & Canada



*There is no mistaking  
the man in the  
Shiffer Hillman overcoat*

ONLY AT FINE SHOPS THAT FEATURE

**Shiffer Hillman**

CLOTHES

ABOUT \$85 TO \$185, READY FOR WEAR

## Legitimate Speculation

Your article on the workings of the Toronto Stock Exchange [SN Feb. 6] suggested quite emphatically that the major defect of the exchange is that it permits primary distribution of stock.

I disagree!

There are two aspects of primary distribution which must be considered. One is, as you have well pointed out, the opportunity given to dishonest promoters to rob the public. The other is the opportunity given to honest promoters to raise funds for highly speculative legitimate undertakings from people who do desire to invest in such.

I believe that there are two main causes for the evident success of unscrupulous promoters. One is the failure of the exchange management to investigate adequately every company seeking listing and to refuse those not possessing sufficient evidence of being worthy of listing. The only solution to this is the transfer of management to those who will.

The other cause is the amazing gullibility and stupidity of many investors. Referring to "Comment of the Day" in the same issue, anyone who cannot distinguish between the reliability of Bullmoose Copper Corporation's price and that of the Ford Motor Co. should stay away from the market completely. He deserves to lose—and he always does. Prospective investors must always investigate a stock thoroughly or must consult with a reliable broker before investing. Such common-sense care would be most rewarding and would cut deeply into the profits of professional swindlers.

To assist the investor in choosing his investments, stock available for primary distribution should be listed by the exchange in a separate classification, much like common and preferred. Such a distinction, I am sure, would be adequate warning to those who are not prepared to "bet on longshots".

To sum it up, people who invest haphazardly are sure to lose; those who invest intelligently and with an eye to the future have a good chance to partake in their legitimate share of profits, with or without buying primary stock.

TORONTO

TED MATLOW

## Summit Agenda

John Gellner ends his article "The Summit and the Satellites" with a plea for firmness. Concretely, what does this mean? In the case of Germany, after fifteen years there is still no peace treaty. Would not this be desirable? Being firm answers nothing. But what kind of a peace treaty? And what objections would there be to a withdrawal of the Western powers from Berlin? I don't say there are no objections but let us discuss the matter.

ISLINGTON, ONT.

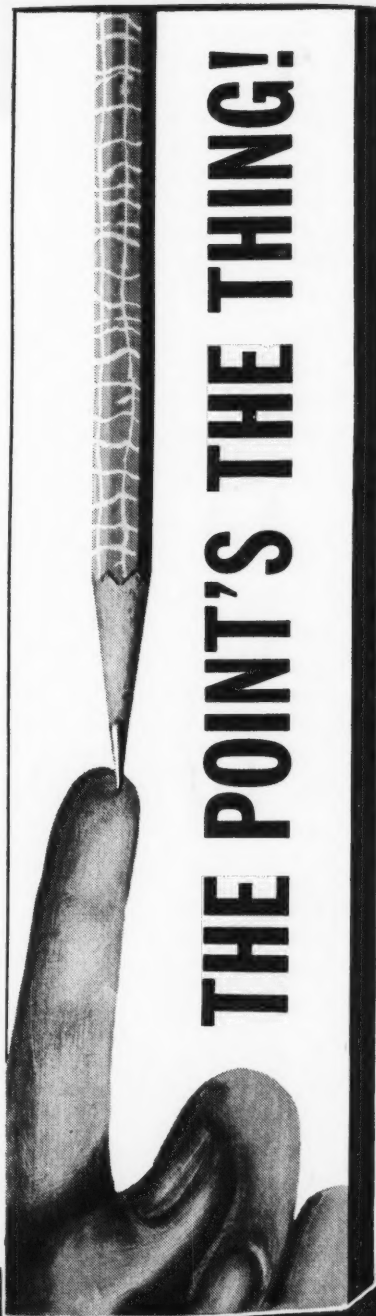
J. E. MACKAY



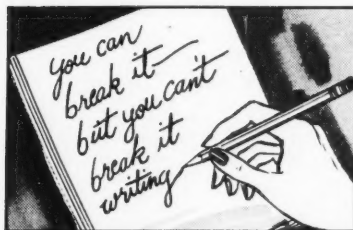
# **new** **VENUS 3500**

**outlasts, outwrites any  
ordinary office pencil**

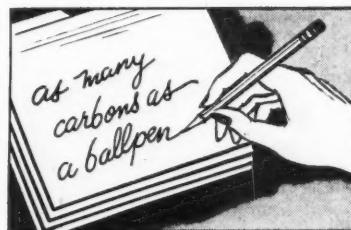
*First and only all-purpose lead pencil.  
Eliminates the need to buy 4 different  
types of pencils . . . cuts office expenses.*



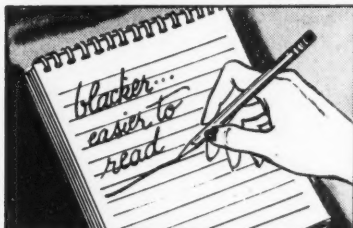
**THE POINT'S THE THING!**



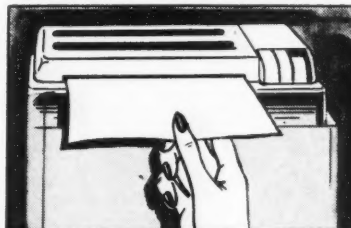
**STRONG** as a hard lead pencil. Even heavy writing pressure won't break point. Result: less time lost sharpening, greater economy.



**CARBON COPIES.** Extra point strength enables you to make as many clear carbon copies as any ball point, without cutting paper.



**BLACK** as a soft pencil. Until now hard leads wrote "light". 3500 lead writes black, reads clear. Won't smudge. Erases clean.



**REPRODUCES** better in office copying machines than most ball pens with special inks. Comments, signatures, etc., reproduce with remarkable clarity.

VENUS 3500 all purpose lead pencils are now available at leading Canadian stationers.

**venus** PENCIL COMPANY LTD.

**1325 The Queensway, Toronto 14, Ontario**

**TEST-WRITE THE NEW VENUS 3500**  
**Mail this coupon for Free Samples**

Please send samples of your new VENUS 3500 ALL-PURPOSE lead pencil for the office.

FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ PROV. \_\_\_\_\_  
Request made by \_\_\_\_\_





Royal Bank officer from Regina (Sask.) Branch picks up pointers on wheat-growing

## Banker does some "Field-Work"

This Royal Banker is getting some down to earth facts about wheat-growing. Such field excursions won't make him an expert on wheat, but they will give him a closer insight into the problems of this industry...provide a better background for

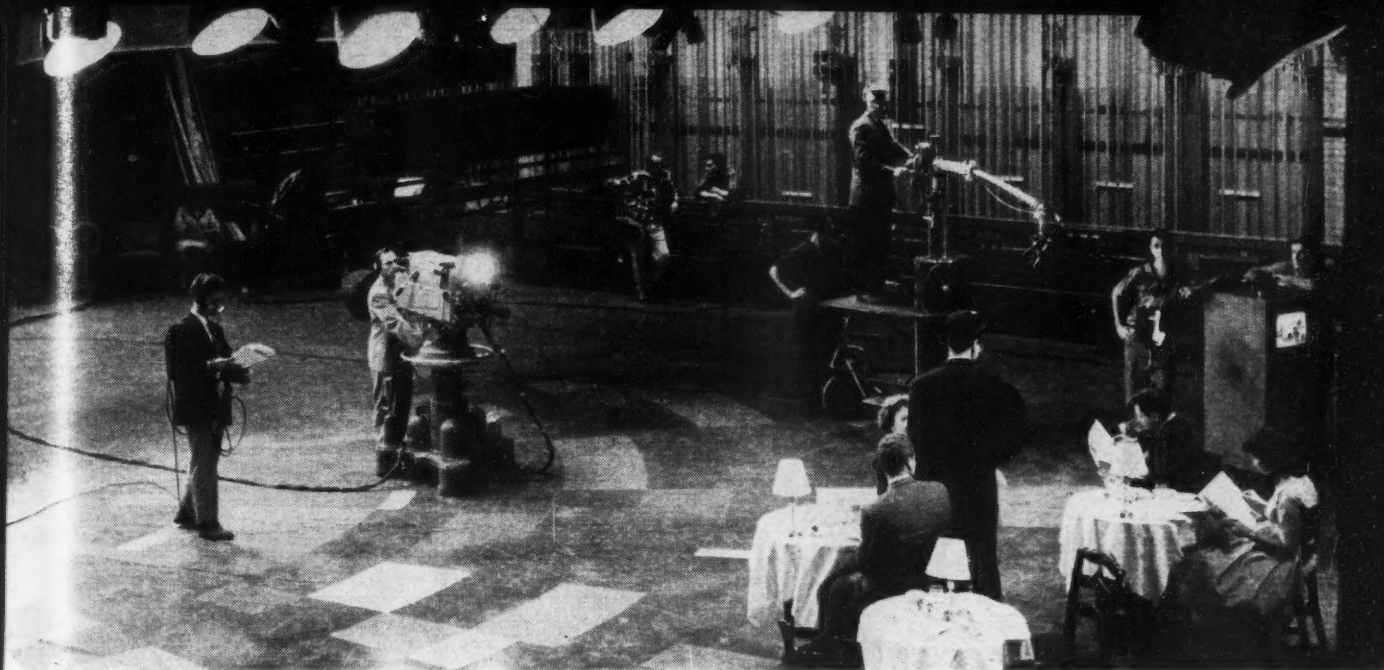
a more informed banking service. This habit of leaving the desk to get out in the "field" is typical of Royal Bank managers everywhere...one reason why the Royal stands so high at home and abroad and why it is Canada's largest bank.

### **THE ROYAL BANK OF CANADA**

*Assets exceed 4 billion dollars*

OVER 970 BRANCHES IN CANADA, THE CARIBBEAN AREA AND SOUTH AMERICA. OFFICES IN NEW YORK, LONDON AND PARIS





Eight new stations across Canada mean a new deal for viewers, advertisers and performers, first competition for the CBC.

# Business Moves In On Canadian Television

by Dean Walker

CANADIAN TV moved into a new era when, eighteen months ago, the Diefenbaker government accepted the Fowler Commission's advice, set up a broadcasting regulatory body, and set out to license competitive stations in former CBC-monopolized territories.

Now the combination of eight new stations and a regulatory board ruling that all TV schedules must have a 55% Canadian content more than doubles the country's need for home-grown television programs.

Canadian TV from now on will be different — for the viewer, for the advertiser, for existing private stations and especially for the CBC which, for the first time, must face up to direct Canadian competition. Just how different will it be? What will the standard of the new programs be like? What's in it for the viewer, the businessman and the performer?

By 1961, TV's structure here will be unique, confusing and complicated with three distinct groups of stations in operation:—

\*eleven owned and operated by the CBC;

\*forty-six privately-owned CBC network affiliates; and

\*eight major independents, one each in Vancouver, Edmonton, Calgary, Winnipeg, Ottawa, Montreal, Toronto and Halifax.

There's the stuff of TV drama in the change-over from the old to the new. Current attention focusses on a series of rigidly-controlled public hearings in which the Board of Broadcast Governors decides

after exhaustive hearings who will own the big-city stations. It has already made its Winnipeg and Vancouver decisions, heard applicants in Montreal last week and will view the Toronto line-up March 14th-24th. Edmonton and Calgary hearings follow in May and Halifax and Ottawa in June. Nine months later, unless the Department of Transport or the Cabinet reverses a BBG decision, the winners should be on the air. The Winnipeg licensee wants his station broadcasting "before the first snow flies" which, in

Winnipeg, is quite early.

The new broadcasters will be culled from Canada's shrewdest businessmen (see box) who chase this TV chance with the enthusiasm of hungry actors at an audition and invest up to \$200,000 and literally years of work preparing their briefs for the Board. The BBG is lucky to have such a choice: the winners will need every business, broadcasting and financial advantage they can summon if their stations are to beat CBC to talent, to staff and to audience.

Some of Canada's largest companies backed by well-known personalities want a share of a major TV license. In Toronto and Montreal, these powerful communications groups include:

COMPANY	PEOPLE CONCERNED
<b>TORONTO:</b>	
To be incorporated Southam Company, and others Upper Canada Broadcasting Ltd.	Spencer W. Caldwell Henry Borden Sir Ernest MacMillan, Wayne and Shuster Jack Kent Cooke
Consolidated Frybrook Industries Rogers Radio Broadcasting Co. Ltd. To be incorporated Baton Aldred Rogers Broadcasting Ltd.	Beland W. Honderich John Basset, Joel Aldred, Ted Rogers, Foster Hewitt, Paul Nathanson
Macleam-Hunter Publishing Co. Ltd. To be incorporated	J. S. D. Tory, Howard G. Webster, Odeon Theatres of Canada
<b>MONTREAL:</b>	
Canadian Marconi Mount Royal Independent Television Sovereign Film Distributors	S. M. Finlayson, R. E. Misener Crosby Lewis, investment brokers Keefer and Penfield Paul Nathanson

Every applicant obviously believes he can beat the CBC on all counts or he would not appear before the Board in the first place. Even when BBG announced the 55% minimum - Canadian - content ruling, few applicants dropped out.

To compete for top management, production and technical people, the newcomers will happily outpay CBC. The Vancouver winner, for example, offers stock options and \$18,000 a year to his general manager, \$12,000 to a chief engineer, \$10,000 to an operations manager, \$9,500 to a news director and \$9,000 to the sales manager. These figures beat CBC's best offers for similar jobs.

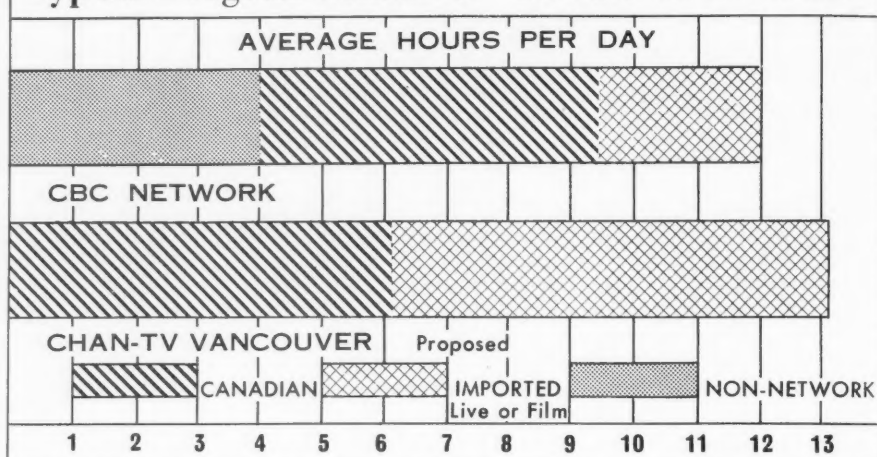
Fighting for an audience, the new broadcasters have one great advantage. They have less direct responsibility to promote national awareness or to broadcast "cultural" programs. But CBC's ten years TV experience and \$70-million annual grant are not to be ignored.

The private owners know it will be tough. Their stations will be the first in Canada without subsidy. CBC is 70% publicly paid for and its network affiliates fill half their schedules with these subsidized CBC shows. The new majors, on the other hand, can rely on commercial revenue only because obviously CBC won't feed shows to competitors.

If they could work on strictly commercial principles they would probably still graze in financial clover. While pulling in revenues ranging from \$2,500,000 in Vancouver to perhaps \$5,000,000 in Toronto, they could import U.S. shows, recorded or live, at a fraction of their production costs and run the TV equivalent of a juke box radio station.

But the new licencees must measure up to other yardsticks. Each must convince the Board of Broadcast Governors that his station will contribute to the Board's overall function of "ensuring the continued existence and efficient operation of a national broadcasting service of a high standard that is basically Canadian in content and character." Whatever angle the applicant takes to try to please the BBG — developing new talent, producing

## Typical Program Schedule: Private vs. Network



Proposal by new Vancouver station adheres to rule of 55% Canadian content.

ambitious live shows, providing public forums, etc. — will cost him more money than broadcasting the best U.S. programs. He must be very careful too: each promise made to the Board is a binding commitment.

In other words, to win a licence, these businessmen-broadcasters must show how, relying on commercial revenue only, they can supply more than a commercial service.

The eight new stations, with no CBC to call on, will of course feel the strain most strongly. Individually or collectively, they must become major Canadian program producers and buyers with a combined output, in quantity if not in quality, greater than CBC's.

The Crown corporation, with its much larger audience potential, can charge sponsors up to \$25,000 an hour yet it rarely produces shows at a profit. Major productions can cost four times that much.

So how will the newcomers cope?

First, they will make more attempt to please advertisers than CBC feels necessary. Advertising revenue is the new majors' lifeblood whereas CBC regards it only as a way to reduce the drain on the public purse.

Advertisers have shouted for years for more say in Canadian TV programming. Now they will get it. But they cannot regard the new-style TV as an unmixed blessing. CBC and the new stations will split the audiences in the main centres while the network rates are unlikely to drop. Imported shows may become more expensive and so may local talent as the competitors bargain. Advertisers will still have to sponsor more Canadian shows than they would like to. However, the sponsor presumes that the second stations will at least offer him his type of Canadian shows.

The new stations' programming problems have two phases: phase one, as the individual new stations open up, one by

one; phase two when all are in business. In the first phase they all expect a hefty loss but know they must enter the black early in the second.

In any application, program plans probably carry most weight with the BBG as they reflect any applicant's philosophy of broadcasting. In Vancouver, the Board passed over four powerful and well-connected companies and granted the licence to Vantel Broadcasting which presented these program proportions for its first year:—

News and weather .....	5.61%
Sports .....	5.78
Audience Participation .....	1.57
Religious .....	3.19
Resources .....	1.71
Educational .....	2.31
Ethnic .....	1.57
Public Affairs .....	3.20
Children's .....	10.00
Teenage .....	6.20
Musical .....	7.36
Foreign Feature Film .....	18.60
Foreign Syndicated Film .....	24.21
Commonwealth Syndicated Film .....	7.8
Canadian Film .....	1.57

Canadian LIVE content ..... 47.8  
Film ..... 50.2

In peak hours (8 p.m.-11 p.m.) 52.6% of Vantel's programs will be Canadian.

As with all new stations, Vantel will try to beat CBC on the basis of more local interest programming. The company's prime movers, film producer Art Jones and lumber executive Edward Eakins, spelt out these program suggestions in some detail then flipped the light switch at the BBG hearings and screened a 20-minute film of suggested program highlights.

Music programs that can be "produced at a minimum cost with minimum sets and few musicians" include: a school program with artists discussing a piece of music for one class or age group then



Panel shows will predominate.



performing the piece; *Senior Citizens* in a studio audience singing hits from the early 1900's with a pianist-emcee leading them; *Folk Songs* appeal to all age groups and offer both nostalgia and a chance to appreciate their new homeland to ethnic groups; *Talent Showcase* will screen amateurs then give the best of them two weeks concentrated coaching before they appear on TV; *Teenage Show* employs a U.S.-tested format enlarged by panel discussions; *After Dark* will feature visiting artists and interviews with names in the news while a pianist-personality supplies continuity; a religious music show will feature hymn-singing for all denominations.

Vantel carefully laid out this varied and inexpensive schedule to show its interest in all minority groups.

"Children's audiences are empathetic to television," the brief suggested. "They are absorbed by the variety — the informative (sic) — the enchantment of the visual media. They enjoy the accessibility of television and will tune in, if motivated by program fare that they consider worthwhile . . . Nothing is more infuriating to these age groups than being 'taken' by inferior productions i.e. programming down to children instead of to or at them."

Vantel will offer the 3-5 age group an afternoon puppet show probably illustrating fables. For older children, the *Chana Box* will feature half-hour dramatized slices of local history. *Spelldown* is a children's bee.

The station also plans an offbeat women's show, *It's Not Natural*, "introduced by a woman who needs all aids to beauty herself and who shows the viewers how to

make the best use of their raw materials. Cosmetics and clothes are normally demonstrated on flawless figures and faces. This program will combat the usual reaction from the less glamorous of 'It's alright for her but what will it look like on me' . . . " Another half-hour show will offer home-making and gardening pointers and include televised tours of the city's finest homes and gardens.

One weekly show will discuss business developments and take tours of plants and newly developed areas. *Intermezzo* will offer "good music" from local bands and orchestras. *Newcomer* will dramatize the problems of immigrants in their first few weeks in Canada. *Spotlight on Education* will discuss teaching techniques and problems and show school and kindergarten classes at work.

The station will originate an outdoors show from hiking, camping, boating and swimming spots, introduce viewers to unusual locations and hand out tips on camping and outdoors life.

*TV Crossword* will match teams from service clubs, playing on a giant crossword puzzle board in the studio. *City Pulse* is a discussion-interview show of special local interest. Another panel show has men and women discussing their pet hates about the opposite sex. In co-operation with Alliance Francaise, University of B.C. and foreign consulates in Vancouver, the station will give foreign language lessons.

The Winnipeg winner, Ralph S. Misener and Associates, will probably supply similarly flavored programming but with a much heavier emphasis on live local sports.

At least in the first programming phase, all second stations will have to rely heavily on low-budget panel shows, quiz games, talks, interviews, National Film Board films and films supplied free as a type of advertising by big industrial firms.

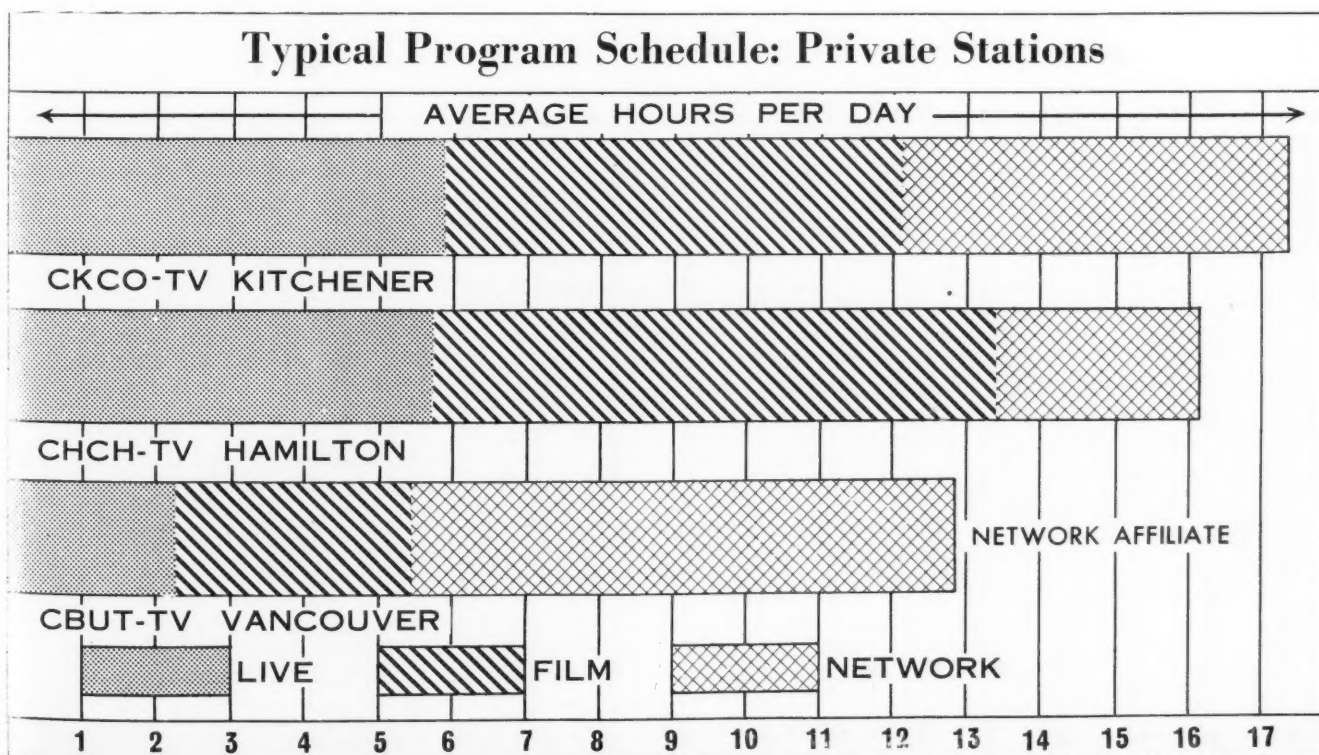
But add all these program ideas together, toss in some U.S. films, and the result is not a fully-rounded program schedule. The new stations will also need Canadian variety shows, live drama, documentaries and all of a high enough standard to drag audiences away from peak CBC and even U.S. shows.

At first, the stations will have to stage these productions themselves and at a solid loss. But in the second phase, when all the new stations are on the air, they will try to find some way to pool their revenue potentials to spread the costs of more elaborate programs.

The second stations need to establish, in other words, a second network. With the distances of this country, network links are expensive — about \$4,000 an hour coast to coast — and CBC has first option on existing links.

The stations need an alternative to conventional networking and they have one. They can share programs via video-tape or film. A program filmed or recorded in, say, Toronto can be broadcast simultaneously by eight or eighty stations a day or a year later. Stations find recording and air freight charges an easier nut to chew than the telephone companies' network rental bills.

These are the circumstances which open the doors of the Canadian TV industry to another new businessman — the program packager, who dreams up shows



New stations will be deprived of subsidized shows enjoyed by CBC affiliates and representing 50% of their programs.



*Heavy emphasis will be placed on televising live sports like Calgary Stampede.*

and sells his productions or his ideas to advertisers or stations.

Such packagers now provide most of the live or recorded U.S. peak-time programs but they have had little chance to operate in Canada. CBC produces its own live shows (or buys U.S. films), schedules them and then approaches the advertiser. In this way, it feels, it can keep down advertisers' control over programming. The only possible Canadian market heretofore for the packager has been to private affiliates, for scheduling outside network hours. But these stations preferred U.S. films which were always cheaper than anything available in Canada.

The new 55% ruling in Canadian TV makes both new and existing private stations strong prospects for any reasonably priced made-in-Canada programs. A packaging industry will funnel money to ideas men, to facilities-owners, to program salesmen and to both production and performing freelance talent. Anyone with a workable idea for a new show can now either sell it to a producer or hire production people himself, invest in the show, then set out to peddle it.

The clever packager, like the Hollywood producer, need only be a man with an idea, a reputation and a telephone. He need not even have money. He will try to interest advertisers in his idea and sell an option for enough money to produce a pilot. From such a start he may end up skimming profits from a \$5,000 weekly production which could run for years. Classic example is Goodson Todman Productions, New York, which ten years ago copyrighted TV versions of parlor games, turned them into long-running shows (e.g.

*What's My Line*) and then sold the rights to other TV countries.

Packagers for the new Canadian TV industry must find programs which can be produced cheaply enough to pay off in Canada alone. This eliminates expensive formats and high-priced stars.

Awaiting the outcome of the BBG hearings, most people interested in program packaging merely ponder and calculate quietly in the background waiting to see the clear shape of the new industry. Some emerge from the haze however and these companies are already under way with pilot productions:—

\*Music Corporation of America recently opened the headquarters of its new international division in Toronto under two former top CBC men Gunnar Rugheimer and Peter McDonald. It already has pilots on two shows — a panel game and a musical-variety show — featuring Canadian talent and McDonald says at least six more are on the way.

\*Meridian Studios booked Don Franks, *The Travellers* and a full chorus for a pilot of a folk music program. Other plans include a women's show.

\*Maclaren's, Canada's largest advertising agency, set up a special videotape division which will produce or initiate programs for its TV clients. In the new television business, all major agencies must become involved in some program production.

\*CBC personalities are trying to package their own shows to sell back to either the CBC for a better price or the independents. Peter Whittall, CBC's *Mr. Fixit*, has his first show on film. Barry Morse stars in a taped TV game.

\*Ministar Films, Toronto, has a new panel game to film.

\*Ken Soble, part-owner and manager of CHCH-TV, Hamilton, and an applicant for the Ottawa licence, has taped programs for several months and will pick the best to show broadcasters at their upcoming Quebec City convention.

To work efficiently, a packaging industry must have full facilities available: in this day and age, that means modern videotape-equipped studios (rented at \$500 an hour) and a well-stocked pool of freelance performing and production talent.

For English language production, the answer has to be Toronto, centre for CBC's main production and nub of the newly blooming Canadian film industry. Toronto has enough modern film studios to make it potentially the busiest North American movie centre outside Hollywood. Toronto also has the necessary pool of talent.

Large film studios cost half a million dollars or more: to equip these for videotape production can cost annually \$350,000. So far, only one — Meridian's at 1202 Woodbine — has videotape installed. The new Robert Lawrence studio on Yorkville Avenue will be tape-equipped within a couple of months and a recently formed company, Taylor Video Corporation, will have tape equipment operating at Canadian Film Industries' Lakeshore studios by June. For these three companies alone, total investment in tape gear and in long-term commitments pass \$2 million and there is more to come.

Some programs will be taped in the regions. Every station will ultimately be tape-equipped and, presumably, each could find the talent for at least a few minutes of nationally acceptable programs each month. Ken Soble of Hamilton, a major packaging contender, uses both local and Toronto talent in his programs and says he will buy and distribute worthwhile taped shows from any station.

Packagers don't know their profit potential yet . . . They can only guess at the



*Vancouver's Art Jones got first station.*



prices the market will bear (maybe \$5,000 a half-hour) and Soble thinks 2 million dollars worth of Canadian programs may be packaged in the first full year after all new stations open.

Despite the imponderables, there is confidence in the new TV set-up. Witness the money that pours in: up to \$2 million in capital costs for each of the new stations and another half-million for early deficits. Witness, too, the top business people, British and American as well as Canadians who want in.

The British commercial TV companies which made enormous profits in their first five years in business would all like a share of Canadian stations: amongst other things, this would help them sell their programs here. Yet, when they came shopping for shares of major applications, local broadcasters did not flock to admire their open check-books. So many Canadian companies want to own a TV station that any applicant needing extra financing had only to hold out his hand. Three British companies did manage to buy in: Granada Television (in Toronto), J. Arthur Rank (in Toronto and Vancouver) and Associated TeleVision (in Toronto, Vancouver, Ottawa and Halifax).

Where can all these TV business enthusiasts — packagers and licencees — find their performing and producing talent?

As usual, they will lure most of it from the opposition. Most good CBC producers, for example, have already been offered options by licence seekers. Stars of the first packaged shows are CBC regulars.

But as well as filching CBC talent, the new businessmen will have to find or create new stars. Again the hinterlands will be scoured as CBC scours them now with its Talent Caravan. Part of the answer may lie in developing new kinds of talent. Who would have thought, a few years ago for example, that a Rick Hart could become a "Star" through a public affairs program such as Background?

Canadian talent will still make no fortunes outside the main centres although more will undoubtedly make a living. Competition between the majors and CBC regional stations may push up local prices a little but the Vantel reckons on paying free-lance personalities only between \$20 and \$40 per show.

The main gains will come through volume. Under the old-style TV, the CBC network put out the only complete English language program service: affiliates filled some 50% of their time with CBC shows and most of the rest with films. Recently, some affiliates increased their local programs to boost their prestige before the BBG because their owners were applying for other station licences. But, under Canadian TV's new look, all affiliates will have to boost their local production. Total Canadian programming will be more than double.

The new business of television has a



*Toronto's Meridian Studios is only one in country with videotape facilities.*

thousand major questions which cannot find answers until BBG decides the new station owners. If the Winnipeg and Vancouver decisions show a trend, the most powerful applicants will be out of luck although Toronto as chief production centre may tempt the BBG to install one powerful group. In other centres, smaller local companies could win. But nothing is clear-cut: to compound the confusion, in Edmonton, the CBC itself competes for the new license.

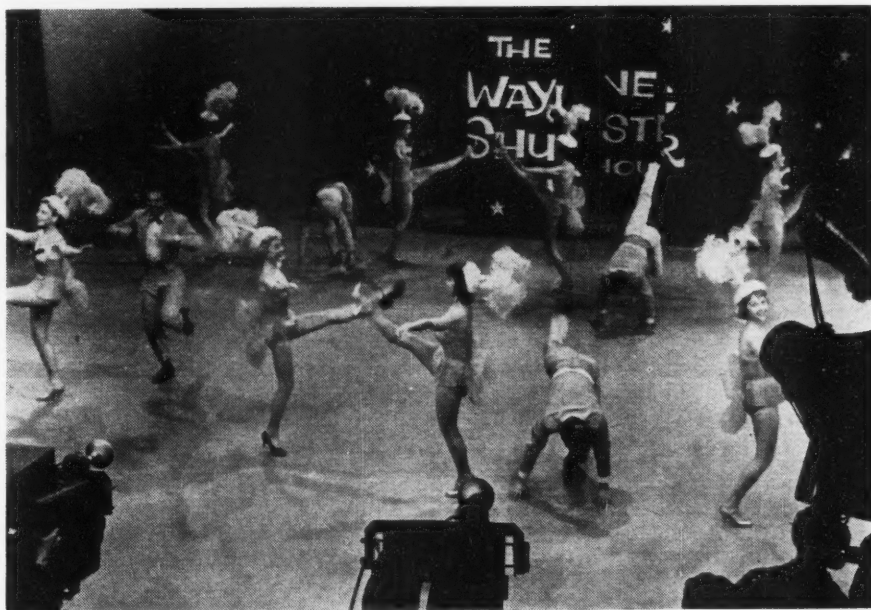
There will be problems of all types as licencees tread the thin line between the BBG's aims and their own commercial needs. The applicants are silent on their

planned solutions: each hopes his brief will reveal more insight into Canadian TV's problems than will his competitors'. In each city, applicants had until ten days before the hearings to submit any supplementary statements and the spy networks were out trying to filch each other's ideas.

A Toronto hopeful, Spence Caldwell, explained: "Every broadcaster has his own special ideas but none of us will talk yet. Come back after the hearings and I'll fill a book for you."

Caldwell already had. He poured his best thinking into two expensively-bound red volumes of some 600 pages.

They are his brief to the BBG . . .



*Private stations will not have access to network shows like Wayne and Shuster.*



First published book of 19-year-old Marie-Claire Blais violated Quebec's age-old love, sex taboos.

## Lightning on the Literary Landscape

by Byron Riggan

THREE MONTHS AGO the French Canadian literary landscape, never a peaceful place at best, was lit up by a bolt of lightning and the thunder is still reverberating throughout Quebec.

As literary storms usually do, this one commenced with the publication of a book: *La Belle Bête* (*The Beautiful Beast*). Any first novel by an unknown author would have drawn some attention in this art-conscious province but when the book is also one of the most malevolently erotic pieces of literature ever published in Canada and when, in addition, the author is a 19-year old Quebec stenographer named Marie-Claire Blais, it provokes a degree of critical agitation unknown before in these parts. Miss Blais has been praised, reviled, adored and damned. None of which has hurt the book sales one whit. *The Beautiful Beast* has already made history, going through two editions (5,000 copies) in six weeks. The third edition came out in February. Flammarion Freres are publishing it in Paris this Spring and McClelland in Toronto is

bringing it out in English next Fall.

It's impossible to capsule the story of *The Beautiful Beast* without doing the novel a disservice. The book's magnetism comes from the animal sensuality which drenches the style and atmosphere. It is more tale than novel—like a nightmare remembered with total recall. The three main characters are a beautiful idiot boy (*The Beautiful Beast*), his malignantly possessive widowed mother and his intelligent, but ugly elder sister.

Each lives his secret inner life but they are bound together in a kind of frustrated freize. The boy, like Narcissus, is in love with what he sees in the mirror. The widow feels more like a lover than mother toward him while his sister vacillates between murderous envy of her brother and desire for him.

The action takes place in and around a farmhouse set in an ill-defined dreamlike countryside of silent lakes, twilight fields and dark forests. If the sun ever appeared, it would be black.

Two things finally shatter this incestu-

ous triangle. The girl, Isabelle-Marie, is first seduced, then married, by a blind farmer; and her mother marries a gigolo. The idiot is left alone and abandoned. Frightened and furious because he is no longer the pampered darling, he murders his foster-father and rival. Shortly afterwards the blind farmer regains his sight and, repelled by his wife's ugliness, he leaves her.

The humiliation is so profound, the envy of her brother so deep that Isabelle-Marie pushes his face into boiling water, thus permanently disfiguring him. Still possessed by rage she puts a torch to the farm. Her mother dies in the fire and the girl hysterically throws herself under a train. The book ends when her mutilated brother stumbles through the farm ruins, scattering his mother's ashes and then runs to drown himself in a nearby lake.

When the book was published, the results were instantaneous. On "Arts and Letters," a weekly literary radio program, a critic declared: "We salute the monsters."



The frightful horrible incestuous monsters in *The Beautiful Beast*. It is a barbarous book filled with hate and amorous morbidity. Perhaps the appearance of monsters, like those of Rimbaud and Beaudelaire, will enrich our literature."

Cried Roger Duhamel of L'Academie Canadienne: "Miss Blais has genius." Gilles Marcotte of the National Film Board: "The most beautiful, the most marvellous beginning." Book critic Jean Paul Robillard wrote: "A first novel is rarely a masterpiece but if all writers composed masterpieces none would be able to show their personality, their talent and their genius as does this young girl who has entered like a hurricane into our literature."

Who was the man responsible for loosening the hurricane? It was, surprisingly enough, Father Georges Henri Levesque, vice-president of the Canada Council and head of the Dominican Fathers' Retreat House at Maison Montmorency in Quebec City.

One day last Fall, Father Levesque received, among scores of other letters requesting aid, one letter that intrigued him. It began: "I have written many novels, plays and poems but have been unable to get them published. You are my last hope . . ." It was signed Marie-Claire Blais. The letter had style and vigor so the priest wrote her to send some samples of her work. Back came a stack of manuscripts a foot high. Father Levesque was amazed: "It was one of the most passionate literary outpourings I've ever seen." All were stories of tormented, tangled and utterly unpublishable relationships between human monsters. "But," says Levesque, "I could see the talent. Oh, undeniable talent."

Somewhat shaken, he asked the girl to visit him and received a greater shock. She looks like a fourteen-year old flower girl. First, one notices the smooth and serene cherub face, the cool hazel eyes, then the thick brown hair plaited in a long braid which hangs down over her left breast.

She was pathetically eager for advice. Father Levesque told her she would have to revise her work. "You are like a volcano. You spew up everything. You must be more selective. Discipline your material." She looked up at him and, as though offering him a sup of tea, said "Would you care for another novel?" She explained a story she had in mind about a smart ugly girl and her brother who is beautiful but stupid. "Like a Beautiful Beast," declared Father Levesque. "That's it," cried the girl. "That will be the title."

In fifteen days the book was finished. But those days of labor were punctuated with cries of distress from the girl who still had time to complain in letters to Levesque that she couldn't get the book done fast enough. "I can feel that Beautiful Beast germinating inside me." A few

days later: "My characters grip my vitals so tightly that sometimes I think I shall die from giving birth to them."

Levesque read the manuscript in one sitting. "It just poured out of her like a torrent. A torrent *de nature*. It was horrible and fascinating." Nevertheless he felt that it was his duty to try to get the book published. He took it to Paul Michaud, head of L'Institut Litteraire de Quebec who took a look and immediately decided to publish it. His judgment was unerring: "Never," he says today, "has a book sold so quickly in Quebec. It's absolutely unique." So is the author.

The public has raised clouds of speculation about the girl. What kind of person is she? At 19, how can she know so much of depravity? Where did she come from? Her achievement is regarded with uneasy admiration much as one might regard a choirboy who has just recited the complete works of the Marquis de Sade.

Marie-Claire Blais was born in Quebec City, the eldest of five children (one of whom is in a mental institution) to Fernand Blais, an electrician at the Laval Dairy. As a child she was shy, unpopular and she knew it. But she was obsessed with a desire to write. "I felt inferior because people made fun of me when I tried to jot things down. I really thought something was wrong with me because I kept feeling I had to put things down on paper. I lived in a dream world and invented imaginary characters."

She wrote her first poem at six; her first book at fifteen. The book was called *Tristeo*, the story of a little boy who was sold to a circus by his father. This set the tone for all her subsequent work. She has written 200 poems, four novels, and 12 plays and without exception all have involved children in cruelty and violence.

As a child learns to walk, she equally instinctively prepared herself to be a writer. She haunted libraries and absorbed books like air—Aristotle, Kant, Hegel, Sartre, Poe. She read them all and, what's more, understood and retained them. She speaks no English but her French is impeccable. For years she mimicked the CBC announcers on the French radio network.

Naturally none of this passed unnoticed in a lower-middle-class family with no pronounced literary taste. Her parents teased her about wasting her time. She went to work at 15 as a typist during the daytime and wrote at night. Her parents became concerned; they urged her to leave off what they called idle dreaming. They still regarded her hobby as a harmless aberration until one day her mother actually took a look at one of her daughter's stories she found in a drawer. She was horrified. Thinking there might be more truth than fiction to the stories and, if not, they were at least the product of a degenerate mind, she threw the entire work into the fire.



*Although naive in appearance, her explorations are into a world of horror.*



Father Levesque who was first to notice her talent was appalled by her first book.

When Marie-Claire came home that night there was a gigantic scene. The loss touched a spot deep inside her that only psychiatry can diagnose. "You burned my babies," she screamed at her parents. "You burned my children." From that time on she has regarded her parents with what appears to be actual hate. She began taking her manuscripts to work with her. Last year she was fired five times from different jobs because her employers, seeing the huge manilla envelopes she carted about, assumed she was doing work for someone else on their time.

When the book was published, she moved out of her home and rented a bare one-room walk-up in another section of town. She rarely sees her family and refuses to talk about them. At the party in honor of her book launching, Levesque insisted that her parents be invited. They

were. But Marie-Claire instructed them to come late, possibly so she wouldn't have to introduce them to many people.

There is something disquieting, faintly macabre, about this sweet-looking young girl's implacable will to write and her devotion to the horrible. Entering her room is like going into a chapel devoted to the rites of some obscure Byzantine sect. Aside from piles of books and basic furnishings, the room is bare. But the walls are alive with people. Scores of faces stare out into the room. Cut from old newspapers, magazines and drawings, they are mainly the melancholy and anguished faces of children, young men and women. Here for four hours a day she sits before a battered old typewriter and, like some antique priestess in a secret grotto, she shapes her mysteries under the multi-

tudinous and tortured gaze of a hundred cacodemons.

Why, everyone asks, is Miss Blais obsessed with monsters? Father Levesque says: "I don't think she really knows herself." Marie-Claire says: "I write about monsters because they are alone and unloved. They are incapable of love. That is the tragedy of life. To be unloved and unable to love." Some of her friends think they see a connection between her motivation toward monsters and the fact that she was very fond of her sister who was later sent into a mental home. Whatever the cause, Marie-Claire draws her inspiration from tragic and monstrous people. "I will always write about the ugly or the bad."

The inevitable speculation arises whether or not she has actually lived any of the life she writes about. Father Levesque, who should know, says definitely not. Her mentor and editor Jeanne Lapointe, professor of the Faculte des Lettres at Laval, agrees with him.

"She has seen a lot of life," admits Miss Lapointe. "She ran around with a pretty wild bunch of boys and girls. You know . . . always sleeping around. Sometimes they would all hitch-hike to Montreal and hang around the beatnik expresso bars on Stanley Street. On Wednesdays and Saturdays they would gather at the Porte Des Arts Cafe here in Quebec and discuss life and love. But Marie didn't really participate in all this. She just followed them around with that little moon face, taking it all in with open eyes and ears."

Marie-Claire does, however, represent in her writing the spirit and mentality of these young people. That is what causes disquiet among perceptive adults.

Since World War II Quebec novelists have written what is called "romans noirs" (black novels). Father Clement Locquell of Laval explains them thus: "The overriding theme of these novels is revolt against our social structure and institutions. A revolt against regimentation, against taboos concerning love and sex. More and more there is this disconcerting theme of ambivalent sex—marginal sex. Three years ago as a judge in a playwriting contest I read forty plays. There were at least five I can remember that dealt with incest. Even homosexuality no longer is ashamed to spell its name."

Father Locquell says this younger generation of French Canadian writers, for all their talent, are not able to express love in truthful dialogue. "The stories are monologues of narcissism. The heroes are masochistic, incapable of helping themselves. We have had no great love novel since Marie Chapdelaine."

It would be no surprise if Miss Blais became, like Francoise Sagan in France, a symbol for her disillusioned and apparently disoriented generation. But so far this has not happened. Quite the contrary. The worst review she received was from the Laval student paper *Le Carabin*.

### Death of a Step-Father

Drunk with speed, the horse tore on, straining every nerve to the uttermost. Ah yes, to run like this, to go on running and to die at the end of the race in full stride.

Terrified, Louise saw the horse coming straight for Lanz. She tried to seize his arm but she merely caught the gold cane and pushed it against his side. Lanz, appalled at the horrible vision in front of him, leaped back with a yell, his air of the magnifico disappearing at once. "Patrice, Patrice, Stop!" screamed his mother.

Her screams ebbed away into space. Close by, the spring flowed more lively than ever. Louise collapsed. Lanz had been hurled to the ground. He lay spread-eagled near the spring, ghastly, his chest crushed, stricken; the horse shied, bolted into the distance, leaving Patrice near his victim.

Patrice got up, and burst into idiot laughter, laughter which pealed out tragically in that enormous deathly silence. Transfixed at the sight of her husband, Louise could scarcely breathe, hurt this time to her very soul. Lanz moaned: "Louise, Patrice, I'm afraid to die."

Half-up, his head spinning, Patrice looked vacant, fixing his gaze on that empty spot which all idiots seem to look at.

The hoarse voice continued to groan: "Patrice, I don't want to die." . . .

His outstretched hand still clung to the gold cane as the blood gushed out of him. But the flow carried the stick away like an old party favour.

from *La Belle Bête*.



in a page-long article, slightly hysterical in tone and badly written, the writers Andre Escojido and Gilles Paquet denounced her:

"One can say," they wrote, "that the manuscript would have filled the same function of catharsis with much less expense of energy if it had been left in the bottom of a drawer . . . In this tale the hate exposed is not nearly as great as the snarling that one feels in the breath of the story teller . . . She howls. She howls more than she speaks."

Marie-Claire remarks coldly: "They are jealous of me, I'm afraid. That article was not a literary review, it was a malicious criticism of me. But I haven't time to brood about that."

Truth to tell, Blais has offended her contemporaries. She was sent to Laval as an auditor so that, as one friend tells it, she would never have an inferiority complex about a degree. "She saw pretty quick that she had nothing to learn from her fellow students so she left them alone. She also has strange and disconcerting force about her that probably scared them off." Said one acquaintance of hers: "She's a secretive and, if it didn't sound so silly, I'd say cold and sinister girl."

The answer probably is, as Miss Lapointe says: "That girl is driven to write. She just hasn't got time for anything else. This is literally the case." Blais herself says: "My friends say I've changed. They don't understand that I just haven't time for them any more. Writing is my whole life now."

Inevitably with the publication of the book, Marie-Claire has become a celebrity in Quebec. "At first," she says, "strangers and other writers used to come up here. But they came out of curiosity more than real interest in me." She also began to get invitations from society people. "I

## Death of a Mother

Isabelle-Marie hurled the lantern into the driest tufts of grass. She wanted only to destroy Louise's land, but she suddenly realised that she was killing God's land too. Terror struck in her face. Shame too . . .

At length she ran to catch up with her daughter as the sky behind her reddened with the noisy flames of the apocalypse.

Suddenly alarmed by this vision of hell, Louise wondered if she was not already in the throes of her death agony. She called out, she was suffering so dreadfully.

"My farms, my farms are on fire!"

She was suffering too much for it to be a dream. She touched her forehead. She opened her heavy eyes to see her world disintegrating. Flaming fragments shot everywhere: she was part of this hideous game these red serpents were playing on her land.

It was the end of her world.

For any man, his death is the end of the world and the last judgment.

"Great God, have mercy" begged Louise on her knees.

But her mirror did not move.

Suffocated by the flames, Louise thought she heard in the distance the sad giggles of her daughter. With nothing left but her bones to offer to the hungry flames, she swooned like a dancer at the end of a ballet.

Isabelle-Marie breathed softly. "That's the lot. Except for me."

from *La Belle Bête*.

went once or twice but those people are traps. They are not serious and they waste my time."

She works with ferocious dedication. She calls Miss Lapointe two and three times a day with ideas for stories. She is constantly writing and revising (she is re-doing two novels) and beginning another. When she writes she rarely makes erasures or crosses out a word. It just pours out. "The characters are there inside me," she says. "I already know what they want to say."

Does she find writing hard? Like all other born writers, that isn't a question. "It's an obligation," says she. "My characters demand it. They need me."

There are some people who feel that's just the trouble. Instead of being carried away by her characters she should control them more. Pierre Tisseyre, head of the Cercle de Livre de France Publishing Company in Montreal says: "Marie-Claire doesn't know how to write. Granted she has great talent, but seventy-five percent of writing is craftsmanship and skill. In that respect her book is not a good book. It's an abnormal situation and they are pushing her too fast."

Miss Lapointe says "It's impossible to restrain her right now. She writes by instinct and it just pours out. It's up to others to do the editing." Other critics don't agree that craftsmanship makes a book. Says Father Locquell: "Her talent will develop even more, and naturally, if she doesn't run out of gas."

There are those who wish she would, including a large part of the clergy. They see Miss Blais as a powerful new voice in the growing chorus of revolt sung by French Canadian novelists. They are disquieted and disconcerted to see this literature which they regard as the lamentings

of adolescent minds for the lost paradise of the play-pen.

Until now, however, the clergy has been very quiet about *The Beautiful Beast*. As one priest said: "It's difficult to censure that book because there are no precise acts stated, it's all in the atmosphere." Nevertheless the book has been marked "Dangerous" in the Catholic Young People's Magazine *Lecture*. But this month the Jesuit Magazine *Relations* sounded the attack. It says the book has "a banal immoralism whose principal trick, very much like Françoise Sagan, consists in identifying instinct with purity, savagery with virginity. We wouldn't even have bothered with this work if it hadn't been for those swooning critics (?) who made such a noise and exhausted themselves with praise after reading this detestable mess."

Despite the hubbub Marie-Claire continues writing, quietly and furiously. But what's going on in her mind? Great talent she has, undeniably, but why is she using it to extol the bizarre? Is it because of a great love for the unlovable or is she suffering from cirrhosis of the heart?

As for the future she says: "I am not happy here and will have to leave to develop my talent. I want to go to Paris where the atmosphere is freer. One can write what one pleases there without any fear."

Her next book is almost completed and she will be free to go. It's called *Tete Blanche* (White Head), the story of a little blonde boy who lives with his actress mother in a boarding house. "He looks so beautiful and so innocent," exclaims Marie-Claire. "But he goes around murdering his little playmates . . . and," she added with an enchanting smile, "no one ever suspects."

Marie-Claire Blais' meagrely furnished room is suggestive of a chapel devoted to rites of an obscure Byzantine sect.





*Although Dief's Tories appear unbeatable, the loss of only a few votes in key constituencies could turn them out of power.*

## How Vulnerable Is the Tory Majority?

by Robert W. Reford

A FEW YEARS AGO, when the Opposition got under his skin, Rt. Hon. C. D. Howe remarked in the House of Commons: "Who's to stop us?" At the time, the Liberal Party had an enormous majority and he could say this knowing that until the next election no one could stop them.

Today, Prime Minister John Diefenbaker could, if he chose, and if he were sufficiently injudicious, pose the same question. In Parliament, he can always

have his way. The first three divisions in the current session came during the Throne Speech debate, and the Government won by majorities of 184-53, 171-46 and 179-44. On each occasion, the Liberal and CCF parties voted together.

These are typical of the votes that will take place during the rest of this Parliament. Canadian politics do not make for splinter groups that rebel openly against their own party, as so often happens at

Westminster. The few members who have in the past crossed the floor sacrificed whatever chance they may have had of holding high office.

In the House of Commons, the Government is safe by a very comfortable margin. The future looks equally bright for the next election. With 208 members, including a clean sweep of four provinces, it would seem that a miracle is needed to defeat it. Yet Mr. Diefenbaker himself performed such a miracle when he reduced the Liberals from 170 members to 48 in one year, though he needed two General Elections to do it.

In terms of Parliamentary representation, the Progressive Conservative party appears virtually unbeatable, but when considered in terms of votes its position is more vulnerable.

There are 265 constituencies in Canada. An analysis of the 1958 General Election results and of subsequent by-elections shows that nearly half the present members were elected by majorities of under 4,000 votes. More than a quarter won by fewer than 2,000 votes.

Of course, not all these close seats went to the Progressive Conservatives. In fact, all eight CCF members had majorities under 3,000 and 40 of the 49 Liberals had margins of less than 4,000. However, it is reasonable to expect that any swing in popular opinion will be against the

TABLE I

Province	Won by PC	Won by Lib.	Won by CCF	Total	Total seats in province
Newfoundland.....	—	—	—	—	7
P.E.I.....	—	—	—	—	4
Nova Scotia.....	2	—	—	2	12
New Brunswick.....	1	1	—	2	10
Quebec.....	15	7	—	22	75
Ontario.....	1	6	1	8	85
Manitoba.....	1	—	—	1	14
Saskatchewan.....	—	—	—	—	17
Alberta.....	—	—	—	—	17
B.C.....	3	—	—	3	22
Yukon-N.W.T.....	1	1	—	2	2
Total.....	24	15	1	40	265



TABLE II

Province	Won by PC	Won by Lib.	Won by CCF	Total	Total seats in province
Newfoundland.....	—	2	—	2	7
P.E.I.....	2	—	—	2	4
Nova Scotia.....	7	—	—	7	12
New Brunswick.....	4	3	—	7	10
Quebec.....	38	22	—	60	75
Ontario.....	6	12	3	21	85
Manitoba.....	7	—	—	7	14
Saskatchewan.....	9	—	1	10	17
Alberta.....	2	—	—	2	17
B.C.....	7	—	4	11	22
Yukon-N.W.T.....	1	1	—	2	2
Total.....	83	40	8	131	265

party in power. Therefore, Mr. Diefenbaker is the man most likely to lose where the race is close.

Table I shows those constituencies where the sitting member was elected with a majority of less than 1,000 votes.

In the 24 seats won by the Progressive Conservatives, the Liberal candidate ran second in 21 and the CCF candidate second in three. A shift of less than 24,000 votes away from the Government in these constituencies would, if they went to the runners-up, mean a new House of Commons consisting of 184 Tories, 70 Liberals and 11 CCF members. This assumes, of course, that there is no change in the other ridings.

A further 36 seats were decided by majorities of between 1,000 and 2,000. Of these, 21 went Conservative, 10 Liberal and five CCF. The runners-up to the Tories were Liberals in 16 cases, CCFers in four and one Social Credit candidate.

Making the same assumptions as above, a swing of less than 66,000 votes would produce a House of Commons with this membership:

Progressive Conservative .....	163
Liberal .....	86
CCF .....	15
Social Credit .....	1

Statistics of themselves can often be misleading. For example, included in these marginal seats are ones such as Iles de la Madeleine, Que., and Mackenzie River, N.W.T., where the total votes cast in 1958 were less than 5,000. A majority of over 1,000 in either would be unusual.

Equally, they include Winnipeg North, where the majority was 215 out of over 46,000 ballots cast; Quebec East, where the majority was 636 out of over 45,000; Vancouver Kingsway, where the margin was 215 out of nearly 28,000; and Inverness-Richmond, N.S., which was the closest riding in 1958 with a majority of only 16 votes out of over 15,000.

However, it remains true that if Mr.

Diefenbaker lost all the seats which his followers won under 4,000 votes, he would again find himself heading a minority Government. Table II shows which ones are involved.

The runners-up to the Progressive Conservatives were Liberals in 64 cases, CCFers in 15 and Social Credit candidates in four. Making the same assumptions as previously, a change in these seats along these lines would mean a House of Commons with this composition, and with the 1957 results shown in brackets:

Progressive Conservative	125	(114)
Liberal	113	(107)
CCF	23	(25)
Social Credit	4	(19)

In this calculation, as in the others, it is assumed that only the Progressive Conservatives would lose seats and that the other parties would hold what they have. Of course, life is not like that, even though a swing could be expected to be against a party that has such an enormous majority. The statistics indicate, nevertheless, that the loss of only some 204,000 votes in strategic places would cost Mr. Diefenbaker his majority. (See Table III)

It is at present impossible to forecast the effect of the new party being formed by the CCF and the Canadian Labor Congress. Its aim is to attract those dissatisfied with the old line parties. As a broad generalization, the constituencies where majorities were under 4,000 can

be called the marginal ones and therefore those where the new party might hope to make gains.

If it managed to win all those now held by the Conservatives and the Liberals, it could form the next Government. The House of Commons would then look like this:

New Party	131
Progressive Conservative	125
Liberal	9

However, this assumes that the traditional two-party balance in Quebec would be upset and that the new party would win all 60 marginal seats there. This seems improbable. Equally, there would appear to be little chance of any substantial socialist gains in the 18 marginal ridings in the Atlantic provinces or the two in the Far North.

As far as conclusions can be drawn from these statistics, the following suggest themselves:

1. The Tory sweep in Quebec was overwhelming in terms of seats—50 out of a possible 75—but the margin was narrow. In fact, the majority in half those 50 constituencies was less than 2,000 votes.

2. Quebec will obviously again be a major battleground in the next election. Nova Scotia, New Brunswick, Manitoba, Saskatchewan and British Columbia are other provinces where the opposition has a good chance of gaining.

3. On the surface, Alberta seems the safest for the Government. It was the Social Credit stronghold, and the Conservative victory was of such proportions that their candidates beat men like Solon Low, E. G. Hansell and John Blackmore by larger majorities than they themselves had ever piled up. In Edmonton-Strathcona, for instance, a Social Credit majority of 2,393 votes in 1957 was transformed into a P.C. margin of 18,615 in 1958. Since then, Premier E. C. Manning has virtually annihilated the opposition in a provincial election, and Alberta is probably a larger question mark than at first sight.

4. The new party may be a threat to the Progressive Conservatives, but it could deal an almost mortal blow at the Liberals, if it attracts the floating vote in the marginal areas.

5. No figures take the human factor into account, and it is the human factor that determines elections. So I am not prepared to accept bets on the result in 1962. Or will it be 1961?

TABLE III

### The Votes Needed to Turn the Trick

24	PC seats with majorities of under 1,000	—	24,000 votes
21	PC seats with majorities between 1,000—2,000	—	42,000 votes
14	PC seats with majorities between 2,000—3,000	—	42,000 votes
24	PC seats with majorities between 3,000—4,000	—	96,000 votes
	TOTAL	—	204,000 votes



*Although Dief's Tories appear unbeatable, the loss of only a few votes in key constituencies could turn them out of power.*

## How Vulnerable Is the Tory Majority?

by Robert W. Reford

A FEW YEARS AGO, when the Opposition got under his skin, Rt. Hon. C. D. Howe remarked in the House of Commons: "Who's to stop us?" At the time, the Liberal Party had an enormous majority and he could say this knowing that until the next election no one could stop them.

Today, Prime Minister John Diefenbaker could, if he chose, and if he were sufficiently injudicious, pose the same question. In Parliament, he can always

have his way. The first three divisions in the current session came during the Throne Speech debate, and the Government won by majorities of 184-53, 171-46 and 179-44. On each occasion, the Liberal and CCF parties voted together.

These are typical of the votes that will take place during the rest of this Parliament. Canadian politics do not make for splinter groups that rebel openly against their own party, as so often happens at

Westminster. The few members who have in the past crossed the floor sacrificed whatever chance they may have had of holding high office.

In the House of Commons, the Government is safe by a very comfortable margin. The future looks equally bright for the next election. With 208 members, including a clean sweep of four provinces, it would seem that a miracle is needed to defeat it. Yet Mr. Diefenbaker himself performed such a miracle when he reduced the Liberals from 170 members to 48 in one year, though he needed two General Elections to do it.

In terms of Parliamentary representation, the Progressive Conservative party appears virtually unbeatable, but when considered in terms of votes its position is more vulnerable.

There are 265 constituencies in Canada. An analysis of the 1958 General Election results and of subsequent by-elections shows that nearly half the present members were elected by majorities of under 4,000 votes. More than a quarter won by fewer than 2,000 votes.

Of course, not all these close seats went to the Progressive Conservatives. In fact, all eight CCF members had majorities under 3,000 and 40 of the 49 Liberals had margins of less than 4,000. However, it is reasonable to expect that any swing in popular opinion will be against the

TABLE I

Province	Won by PC	Won by Lib.	Won by CCF	Total	Total seats in province
Newfoundland.....	—	—	—	—	7
P.E.I.....	—	—	—	—	4
Nova Scotia.....	2	—	—	2	12
New Brunswick.....	1	1	—	2	10
Quebec.....	15	7	—	22	75
Ontario.....	1	6	1	8	85
Manitoba.....	1	—	—	1	14
Saskatchewan.....	—	—	—	—	17
Alberta.....	—	—	—	—	17
B.C.....	3	—	—	3	22
Yukon-N.W.T.....	1	1	—	2	2
Total.....	24	15	1	40	265



TABLE II

Province	Won by PC	Won by Lib.	Won by CCF	Total	Total seats in province
Newfoundland.....	—	2	—	2	7
P.E.I.....	2	—	—	2	4
Nova Scotia.....	7	—	—	7	12
New Brunswick.....	4	3	—	7	10
Quebec.....	38	22	—	60	75
Ontario.....	6	12	3	21	85
Manitoba.....	7	—	—	7	14
Saskatchewan.....	9	—	1	10	17
Alberta.....	2	—	—	2	17
B.C.....	7	—	4	11	22
Yukon-N.W.T.....	1	1	—	2	2
Total.....	83	40	8	131	265

be called the marginal ones and therefore those where the new party might hope to make gains.

If it managed to win all those now held by the Conservatives and the Liberals, it could form the next Government. The House of Commons would then look like this:

New Party	131
Progressive Conservative	125
Liberal	9

However, this assumes that the traditional two-party balance in Quebec would be upset and that the new party would win all 60 marginal seats there. This seems improbable. Equally, there would appear to be little chance of any substantial socialist gains in the 18 marginal ridings in the Atlantic provinces or the two in the Far North.

As far as conclusions can be drawn from these statistics, the following suggest themselves:

1. The Tory sweep in Quebec was overwhelming in terms of seats—50 out of a possible 75—but the margin was narrow. In fact, the majority in half those 50 constituencies was less than 2,000 votes.

2. Quebec will obviously again be a major battleground in the next election. Nova Scotia, New Brunswick, Manitoba, Saskatchewan and British Columbia are other provinces where the opposition has a good chance of gaining.

3. On the surface, Alberta seems the safest for the Government. It was the Social Credit stronghold, and the Conservative victory was of such proportions that their candidates beat men like Solon Low, E. G. Hansell and John Blackmore by larger majorities than they themselves had ever piled up. In Edmonton-Strathcona, for instance, a Social Credit majority of 2,393 votes in 1957 was transformed into a P.C. margin of 18,615 in 1958. Since then, Premier E. C. Manning has virtually annihilated the opposition in a provincial election, and Alberta is probably a larger question mark than at first sight.

4. The new party may be a threat to the Progressive Conservatives, but it could deal an almost mortal blow at the Liberals, if it attracts the floating vote in the marginal areas.

5. No figures take the human factor into account, and it is the human factor that determines elections. So I am not prepared to accept bets on the result in 1962. Or will it be 1961?

party in power. Therefore, Mr. Diefenbaker is the man most likely to lose where the race is close.

Table I shows those constituencies where the sitting member was elected with a majority of less than 1,000 votes.

In the 24 seats won by the Progressive Conservatives, the Liberal candidate ran second in 21 and the CCF candidate second in three. A shift of less than 24,000 votes away from the Government in these constituencies would, if they went to the runners-up, mean a new House of Commons consisting of 184 Tories, 70 Liberals and 11 CCF members. This assumes, of course, that there is no change in the other ridings.

A further 36 seats were decided by majorities of between 1,000 and 2,000. Of these, 21 went Conservative, 10 Liberal and five CCF. The runners-up to the Tories were Liberals in 16 cases, CCFers in four and one Social Credit candidate.

Making the same assumptions as above, a swing of less than 66,000 votes would produce a House of Commons with this membership:

Progressive Conservative .....	163
Liberal .....	86
CCF .....	15
Social Credit .....	1

Statistics of themselves can often be misleading. For example, included in these marginal seats are ones such as Iles de la Madeleine, Que., and Mackenzie River, N.W.T., where the total votes cast in 1958 were less than 5,000. A majority of over 1,000 in either would be unusual.

Equally, they include Winnipeg North, where the majority was 215 out of over 46,000 ballots cast; Quebec East, where the majority was 636 out of over 45,000; Vancouver Kingsway, where the margin was 215 out of nearly 28,000; and Inverness-Richmond, N.S., which was the closest riding in 1958 with a majority of only 16 votes out of over 15,000.

However, it remains true that if Mr.

Diefenbaker lost all the seats which his followers won under 4,000 votes, he would again find himself heading a minority Government. Table II shows which ones are involved.

The runners-up to the Progressive Conservatives were Liberals in 64 cases, CCFers in 15 and Social Credit candidates in four. Making the same assumptions as previously, a change in these seats along these lines would mean a House of Commons with this composition, and with the 1957 results shown in brackets:

Progressive Conservative	125	(114)
Liberal	113	(107)
CCF	23	(25)
Social Credit	4	(19)

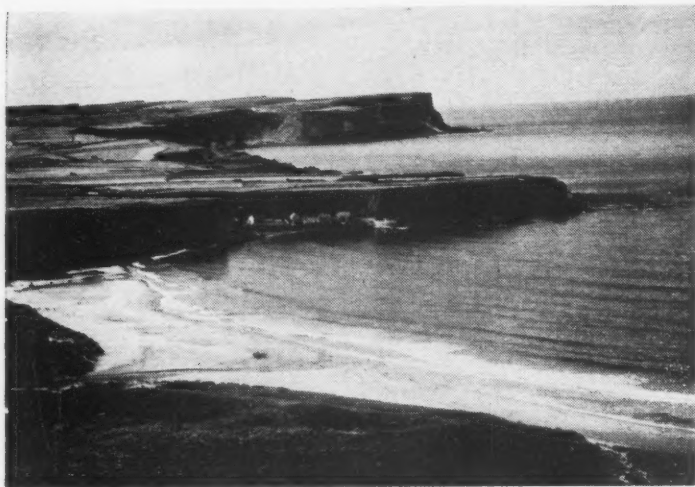
In this calculation, as in the others, it is assumed that only the Progressive Conservatives would lose seats and that the other parties would hold what they have. Of course, life is not like that, even though a swing could be expected to be against a party that has such an enormous majority. The statistics indicate, nevertheless, that the loss of only some 204,000 votes in strategic places would cost Mr. Diefenbaker his majority. (See Table III)

It is at present impossible to forecast the effect of the new party being formed by the CCF and the Canadian Labor Congress. Its aim is to attract those dissatisfied with the old line parties. As a broad generalization, the constituencies where majorities were under 4,000 can

TABLE III

## The Votes Needed to Turn the Trick

24	PC seats with majorities of under 1,000	—	24,000 votes
21	PC seats with majorities between 1,000—2,000	—	42,000 votes
14	PC seats with majorities between 2,000—3,000	—	42,000 votes
24	PC seats with majorities between 3,000—4,000	—	96,000 votes
	TOTAL	—	204,000 votes



Whitepark Bay on Ulster's coast has mile-long beach of white sand. Coast road in County Antrim is 60-mile scenic tour.

## Ulster Is a "Plus" On a Visit to the U.K.

by Lewis Roberts

THE MOUNTAINS O' MOURNE sweep down to the sea amidst some of the most beautiful scenery in the United Kingdom — delightful, hospitable, inexpensive Northern Ireland. Its six counties — Fermanagh, Armagh, Londonderry, Antrim, Down and Tyrone — are ready and waiting to welcome Canadians to their misty glens, blue lakes, leprechauns and giants.

Popularly known as Ulster, Northern Ireland can provide an enchanting holiday for the Canadian who is fascinated by different customs and different speech — without having to endure the agonies of attempting to learn a different language. Intensely Irish, Ulster is nevertheless proud to remain a vital part of the U.K. and here and there can be found a village which might be in the English countryside and next door, so to speak, another which could only be in Ireland. Everywhere there is the exquisite greenness, the misty distances and rocky coastline of the Emerald Isle.

One of the main advantages of Ulster for the holiday-maker is its compactness — making bus and car tours a pleasant, restful experience instead of the point-to-point race which touring often becomes. From the capital, Belfast, numerous bus tours originate — ranging from one-day trips to week-long excursions. Cost, including accommodation, transportation, food and admissions to "sights" rarely exceeds \$10 a day — which for many Canadians is less than the cost of staying home!

Car-hire is simple and convenient. A Canadian driving license is valid in Nor-

thern Ireland and rates range from \$5 per day, plus gasoline. Transportation costs for a family group in a hired car often work out at perhaps two or three dollars a day.

Accommodation provides no problems — even for the North American who demands the finest in service, food and decor. Belfast, of course, has large, famous hotels but it is outside the cities that Northern Ireland's hotels excel — the old inns and even a converted castle (complete with haunted room) which persuade the overnight guest to stay just one more day, and then another.

One very important tip to the would-be Canadian visitor is that he can visit Ulster at no extra cost when en route to London by air. On trans-Atlantic flights to London, passengers may stop at Prestwick (for Glasgow and Edinburgh) and, afterward, at Belfast at no extra cost. There is also, of course, frequent ferry service from Scotland and England.

Belfast, the capital, is a thriving modern port and industrial city which has been the world famous centre for linen since the days when Huguenot refugees brought their skill to Ireland in the 17th Century. The seat of government is in a fine modern building five miles outside the city of Stormont. But large cities are not characteristic of Northern Ireland; to feel the true spirit of the country you must get away to the hills and valleys, the small towns and villages.

Just outside Belfast, Northern Ireland, begins one of the most unusual and interesting motor roads in the world. For 60 miles along a rugged chalk and basalt mountain landscape, the Antrim Coast Road ducks through tunnels, snakes up peaks, scoots down elevated beaches often soggy with ocean spray, and winds through lovely emerald glens. This amazing road, planned as a famine work in 1834, has been causing travelers to exclaim ever since. One wrote, "had the engineer



The old horse tram at Flinton is slow, but reliable.



worked with a poet and a painter at his back, he could not have laid out his course more agreeably".

At Carrickfergus, 10 miles from Belfast, is the famous castle built by the Normans and from which Britain conquered and held Ireland in Elizabethan times. North of Carrickfergus the landscape becomes even wilder and more grand. Off the mainland is Islandmagee, famed for its farmer-sailor folk who never marry "outsiders". Jack London wrote of them in *The Strength of the Strong*.

Northward the mountains tower even higher and the black and white rock changes to red sandstone. The coast becomes riddled with booming sea caves. Then, near Cushendall, comes the region of the famed "nine glens of Antrim". Some of these lovely valleys with their



*Landscape is dotted with tiny whitewashed cottages. Scene near Kilroot.*



*Irish jaunting cars are a popular form of transport.*

spuming waterfalls are served by scenic railways. From Mount Lurigethan at Cushendall you can see the coast of Scotland 20 miles away.

From Ballycastle, a golfer's paradise, it's possible to get a boat to Rathlin Island, with 30-foot broad basalt columns like organ pipes, jutting 600 feet out of the sea. There, also, is the cave in which Scottish King Robert the Bruce in exile watched a spider persist in spinning his web, and learned the patience to go on fighting for Scots independence. Rathlin is a remote Irish island with Gaelic speech, turf fires, folk singing, and is a sea-birds' sanctuary.

Along the road from Ballycastle to Ballyntoy is Carrick-a-rede, a rock in the ocean with a perilous 60 foot rope bridge over the fierce water below, which you may cross if you like. Nearby is the famed Giant's Causeway, a strange volcanic formation which Irish legend says was built by the Giant Finn McCool to enable him to get at a Scottish giant who had challenged him.

Dunluce Castle, built on a craggy rock out in the sea near the road, is one of the most famous ruins in Britain. It was built in 1300 and rebuilt in 1560. In the seventeenth century, the Earls of Antrim

lived there, but during preparations for a dinner party the kitchen, nine servants, and the dinner fell into the sea. The hungry and unnerved Antrim family moved to safer quarters at Glenarm.

The Coast Road terminates at Portrush, at the extreme north of Ireland. This town is built on a promontory which juts into the ocean. Here are three golf courses, lovely beaches, pools for diving, bracing air, islands and ever-changing ocean.

Other "musts" on any visitor's itinerary in Ulster, are Downpatrick, the ancient county of Down, famous as the burial place of St. Patrick; Armagh, with two cathedrals and for more than 15 centuries the spiritual heart of the country, the tumbled Sperring Mountains and tiny villages of County Tyrone; beautiful County Fermanagh, its brave old city of Enniskillen and the lovely Upper and Lower Lough Erne studded with countless islands; and Londonderry, Ulster's second largest city, full of ancient reminders of her illustrious past.



*Historic and popular, Londonderry is second town of Ulster.*

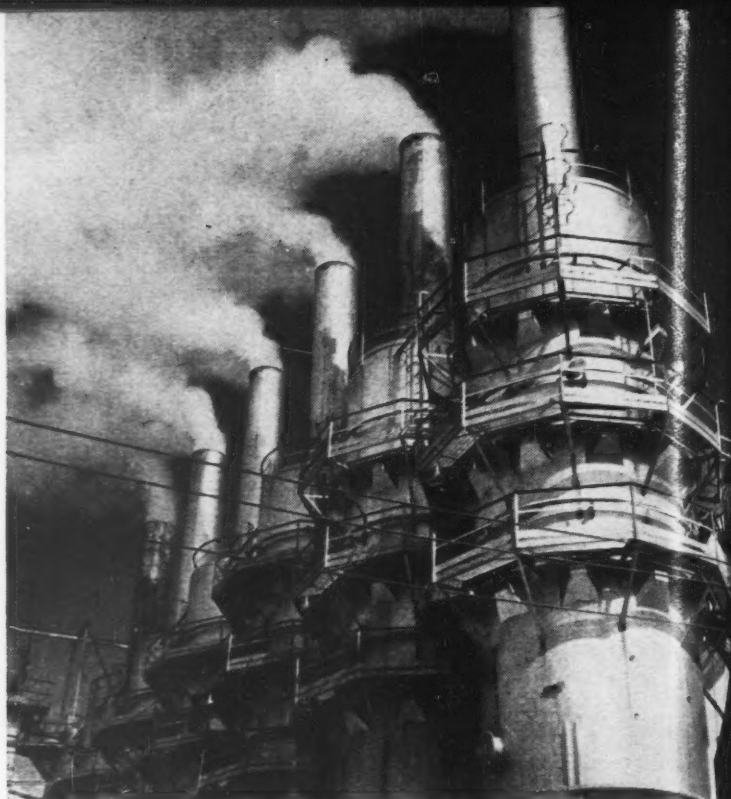


*Strange rock formations are result of Antrim's volcanic origin.*

# How Happy Shareholders Help Business

by Bruce Wallace

*Iron curtain on news of operations and plans of public companies lessens public confidence.*



SHAREHOLDER RELATIONS is the art of keeping the stockholder and the financial community posted on a company's affairs. It is an art that, with few exceptions, is largely ignored in Canada. Yet the extent to which it is ignored when it could be helpful is a measure of the failure of Canadian business to meet its responsibilities.

Business fails in these responsibilities, for example, when it withholds information from domestic sources of capital and thereby permits foreign investment with more plentiful sources of information to take over. This happened in the iron ore, gas and oil industries. Shareholder relations is no longer represented by the company president delivering a pretty speech to the annual meeting. It is represented by a steady flow of statistical data about the company's operations.

There are three main reasons for this increasing importance of adequate shareholder relations:

- The capital requirements of an expanding economy.

- The increasing complexity of modern business, which renders investment selections difficult for many.

- The need of a strong securities industry to marshal new capital for industry.

Few firms are worth following unless they can use new capital profitably. A successful company is seldom out of the money market for long, although some larger companies such as International Nickel or The Steel Company of Canada occasionally finance expansion with surplus earnings.

A good or bad corporate image, largely a reflection of shareholder relations, can influence the reception of a company's

share or debenture issues. Since every company trying to finance is competing with every other company for the available capital, the struggle for the investment community's nod is fierce.

Modern corporate management should be of at least semiprofessional calibre in the area of shareholder relations but is too often not even a fair amateur. This is mainly the result of failure to recognize shareholders as partners which appoint it as a trustee. At best, management tolerates shareholders as a nuisance and one of the expected trials of an economic aristocrat. At worst, it regards shareholders as piking stock-market speculators who jolly well deserve to receive nothing in the way of information or benefits beyond what the law requires.

Management of this type hides behind the legal requirements of one general meeting per year at which an annual report is submitted. The usual practice is for the report to precede the meeting by some days. From one annual meeting to the next management is a reasonable facsimile of a clam. A financial reporter or stock broker asking for information is treated like a kid caught with his hand in the cookie jar.

The effect of a security-officer attitude on the part of management is not lost upon investment people. They consider many factors besides the balance sheet and dividend record. They put a premium on the intangibles, including management, and do not view it as in tune with the times if it betrays an ineptitude for shareholder relations. They let clients buy the paper of such companies reluctantly. Popular investment securities are those of companies who live in a goldfish bowl.

In the early days of public companies the withholding of operating details from shareholders frequently reflected an effort to conceal the promise of a situation, the fruits of which would then go to management by default. This is, however, considerably less prevalent. Management taciturnity is probably more the result of ignorance and confusion than of any plan to exploit the shareholder. The company official who refuses to give information is not necessarily to be suspected of ulterior motives. But anything less than complete frankness today can explode in his face.

A case in point is Canada Cement Co., which in its latest annual report mentioned a \$12 million expenditure for interests in companies which it did not identify. One of them was rumored to be Standard Paving and was so named by the president of Canada Cement at its annual meeting—but not voluntarily. He yielded the admission only after insistent questioning by a shareholder. But the shareholder failed to unveil the number of shares of Standard Paving purchased and the price paid.

In the give and take the shareholder branded the company's secrecy as the "worst piece of shareholder relations" he had ever seen. The press, which had apparently been smarting under the company's refusal to identify Standard Paving prior to the meeting, got into the act. It headlined the shareholder's comments on company's attitude in a two-column story, which some of the metropolitan dailies followed up with a second story, again in a vein unfavorable to the company.

The publicity can hardly have improved Canada Cement's rating with investors, customers or the man in the street. The



latter is prepared to believe the worst about finance. To him it is simply in character for a big company to refuse information to the shareholders who own it on the ground that, in the words of the president of Canada Cement, it is "not in the best interests" of shareholders.

The high-handed attitude of some management towards shareholders has seldom been better illustrated than in the case of Cockshutt Farm Equipment. In the recent example, directors eyed the Florida real-estate boom and decided to put the company into it to the tune of a \$6 million stock issue—without first seeing how shareholders felt about it. The proposal produced internecine strife, with three directors refusing to stand for re-election. The other directors should have known that a major change in the character of their investment—from a plow factory originally to something which was going to be substantially in real estate—would be too much for many shareholders to swallow. Then the Toronto Stock Ex-

change is still confused with stock jobbing whereas in the U.S. it enjoys the status of an art.

Shareholder relations has positive and negative aspects. On the negative side, it does not refuse to answer reasonable questions from shareholders and the financial community. On the positive side the company informs the financial community and the public about virtually every aspect of its operations which has news value.

The New York Stock Exchange requires quarterly operating reports from its listed companies, and this makes them shareholder-relations conscious. From this to a continuous beaming of information to the financial community is only a step. Company officials always have the welcome mat out for financial analysts and consultants; in some cases they call on stock brokers to make sure they are posted on the company. They are primed to make speeches about the firm's prospects before security analysts and other groups at the drop of a hat. Special magazines are published for shareholders.

The Toronto and Montreal exchanges do not require quarterly reports but have recently acted to promote a greater flow of information from listed companies. The TSE asked 387 companies to consider publishing more reports and received promises from 40 to publish quarterly, 13 to publish semiannually while 71 said they would consider interim reports. But 109 refused outright to publish more than the annual report and 131 didn't even answer the exchange.

The recent dullness in trading probably precipitated the exchange's drive for more information—although the trend in the securities industry is to more disclosure. Canadian brokers additionally face serious competition from the New York market with its greater number of news developments to spark trading interest. On the face of it, trading in industrial stocks on Canadian exchanges has been fairly active but volume partially reflects business not originating with the public, hence not too important. Some volume is the result of scalping by floor traders with time on their hands since business in mining stocks has ebbed.

Some companies would like to sharpen their shareholder relations but miss the boat on means. They alienate a considerable portion of press support because they play favorites with reporters and publications. It is a commonplace on Bay St. that one mining paper gets the break on much mining news, the companies releasing the news sometimes refusing point-blank to make it available at the same time to the dailies and the news services. But this sort of thing can backfire.

The president of a producing gold-mining company moaned bitterly about the exclusion of his company from a list of gold-mining investments prepared by

a financial service for distribution by brokers. Yet he hadn't exactly rolled out the red carpet for the service's reporter when he called on him earlier. In fact, he had given the reporter the bum's rush and told him he wouldn't give any news to any paper except the particular one which enjoys the inside track with the mining industry.

A few years ago a shareholder of a mining company arose at its annual meeting to protest the exclusion of the metropolitan press from the company's news conferences. Companies can hardly earn the confidence of the financial community if they play it cozy.

Companies falling down on shareholder relations have not far to look for practices worthy of emulation. The number performing adequately is not too large but it contains some splendid examples of such companies. The steel industry, for example, manages to keep the financial community up to date on its operations without too much trouble, and is appropriately recognized as a growth industry.

Each of the four basic-steel units promotes the corporate image aggressively but special mention should be made of Dominion Foundries & Steel of Hamilton. This fast-stepping outfit, which has pulled itself up by its own bootstraps, has a sense of publicity and newstiming which make most public-relations practitioners turn green with envy. It even goes on TV with its employees' annual party.

Bank stocks have increased enormously in investment popularity since the old double-liability feature was rescinded, and are seldom out of the public eye. Banking itself is not too lively a subject for news stories but the banks' public relations or praise boys have been equal to the challenge. Ever notice the number of bankers whose speeches are quoted in the papers? This is not an accident. Some of the banks even buy the financial writers a dinner each year without handing them a news release with the finger bowls. Just good will, that's all. But it pays off.

Outstanding examples of effective shareholder relations are provided by those



*Failure on part of management to recognize shareholders as partners . . .*

change poured fuel on the fire by demoting Cockshutt to its list—cheek by jowl with cat-and-dog mining promotions—of companies required to file notice with of any material changes in the nature of their business. Finally, the company was forced to issue a statement promising to submit the whole matter to a special shareholders' meeting as soon as details were settled.

An odd feature of the demotion by the exchange was that the first news of it appeared in the *Toronto Star*, a sheet which has not been old school-teeish with the exchange.

One reason for the iron curtain on the operations and plans of many public companies is the relatively backward position of the shareholder-relations industry in this country. The creation of stockholder



*. . . is often the cause of proxy fights and deterioration of company-shareholder relations.*



Department of Fisheries' Chief, Home Economics Section.

*Margaret Myer says:*  
**"FOR TASTY VARIETY AT MEAL TIME,  
 SERVE EXCITING FISH DISHES OFTEN!"**

Fish properly cooked, is one of the most delicious and nutritious foods you can eat. Good quality fish offers you a wide range in form and flavour. It is rich in protein, and also contains vitamins and minerals. You can be sure of good quality fish whether you buy it fresh-caught, frozen or canned . . . because of the part the Department of Fisheries plays in co-operation with a progressive industry.

In addition, our inspectors are constantly checking shipments of fish . . . inspecting packing and processing plants . . . to ensure that *only a top-quality product goes to market!* So you can be certain of good quality when you serve exciting fish dishes often!

Look for these Government emblems of quality  
 on fresh or frozen fish products . . .



## DEPARTMENT OF FISHERIES

OTTAWA, CANADA

HON. J. ANGUS MACLEAN, M.P., MINISTER • GEORGE R. CLARK, DEPUTY MINISTER

Send for the useful new **CANADIAN FISH COOK BOOK**

Edited by Margaret Myer, it tells you exactly how to buy, store, and prepare fish and shellfish for cooking. Over 50 illustrations. Many taste-tempting recipes that your family will enjoy. Practical. Easy to prepare. Cost is only \$1.00. Use the handy coupon now!



**The Queen's Printer, Ottawa**

\$3

Please send me a copy of the Department of Fisheries' new **CANADIAN FISH COOK BOOK**. I enclose \$1.00.

Name.....  
 (Print in block letters)

Street.....

City or Town..... Prov.....

Canadian-American entities, Aluminium Ltd. and International Nickel. Both have strong press liaisons in New York with Nickel keeping a former Wall St. financial writer in its stable. The professional touch is apparent in news releases.

Imperial Oil, British-American Oil and Canadian Oil are anything but niggardly with information to shareholders. Picture stories of their goings-on have sufficient editorial interest for the dailies to keep the companies in the limelight.

The Argus group is an astute user of financial publicity, especially Dominion Stores, an outstanding performer in the annual report area. Dominion is one of the few Canadian companies to keep its president honed for speeches before securities-analyst groups and has thereby grabbed the brass ring of publicity in New York and Montreal in the last year or two.

A development which could sharpen communications to shareholders is the ascendancy of the mutual funds. The funds are stimulating a new approach to investment, and public companies which have taken their standing in the investment community for granted may find themselves on the defensive. They'll have to learn to come clean with the investor.

The funds reflect a trend to investment supervision whose ultimate effect should be to increase the respect of corporate management for the people who pick up the tab. A new type of shareholder is showing up at annual meetings and making officials feel like a rabbit in the hunting season. He is the analyst of the mutual funds. He can ask embarrassing questions.

The trend to professional investment supervision is breaking out in other areas. Trust companies are spreading their wings in investment management, a development of their custodian service. One trust company obtained as many new investment management portfolios as new estate accounts in 1959.

Securities analysts from brokerage houses are adapting themselves to the times and bearding the corporation president in his den. No longer merely a figure filbert, the modern analyst is a cross between a Fuller brush man and a peripatetic economist. He goes out in the field and canvasses the important public companies for information about their position and outlook. He sifts what one management group tells him in the light of what its competitors say. He's becoming as difficult to blow as a tax investigator, and it's going to be a tough winter for management which attempts it.

No longer can management regard itself as the holder of a sinecure. Proxy fights aren't accidents. They can be sparked by management failure to communicate with shareholders. Management which doesn't mend its shareholder-relation fences can find itself on the outside looking in.



## All new and nothing like it... **CHRYSLER WINDSOR FOR 1960!**

Exhilarating. Sophisticated. Daringly, tastefully it suggests a touch of the European look in its new, fine-meshed grille, and classic, sweeping lines. And there's so much else that's luxuriously new and different. New one-piece Unibody for a quiet ride...solid and smooth...a car endlessly free of body rattles. New Panelescent lighting on the dash. New swivel seats...automatically glide out and in as you open and close the doors. Famous Chrysler Torsion-AIRE Ride and push-button drive. And it's yours at a price far lower than you might expect. See the 1960 Chrysler now. It's the car of your life for the time of your life!

## CHRYSLER

THREE MAGNIFICENT NEW CHRYSLER SERIES

WINDSOR... elegant, but not expensive

SARATOGA... matchless in its class

NEW YORKER... the ultimate



A quality product of Chrysler Corporation engineering



Denmark's Liqueur  
Delight Since 1818

FREE BOOKLET OF DANISH RECIPES, BEAUTIFULLY ILLUSTRATED  
Write Basil Hobbs & Sons, Dept. SN, 1227 Sherbrooke West, Montreal

If you have  
any envelope  
problems...

Call on us\*

(We've solved a  
lot already and  
we'll be happy  
to solve yours)

Size, style, shape, type of  
paper, printed design...we'll  
solve these problems  
quickly and economically!

\*  
**NATIONAL  
PAPER GOODS  
LIMITED**  
HAMILTON, ONTARIO

Halifax • Montreal • Toronto  
Winnipeg • Vancouver



## BE RIGHT WHEN YOU WRITE

Make sure that the addresses on your letters and parcels include these 5 points:

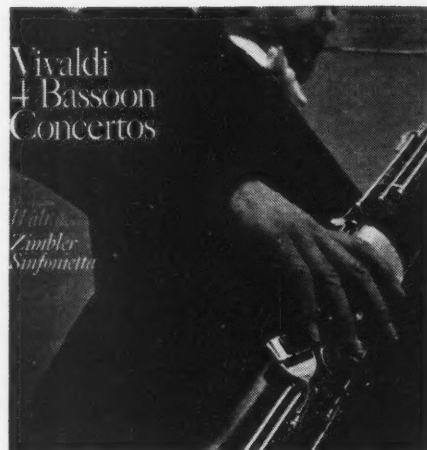
- Full name of person to whom your mail is addressed.
- Correct street address, rural route number or post office box number.
- City, town or village.
- Province, state (or equivalent) and country.
- Your name and return address in upper left corner.

Remember, Postal Zoning operates in Vancouver, Winnipeg, Toronto, Ottawa, Montreal and Quebec. When writing to these cities be sure to include the Postal Zone Number.



**CANADA POST OFFICE**

PO-59-11M



## Records

by William Krehm

**Vivaldi:** Four Bassoon Concertos. Sherman Walt, Bassoon and the Zimblar Sinfonietta. RCA-Victor LM2353.

In these remarkable works Vivaldi has heightened the lightness and ethereal quality of his orchestra to offset the avuncular voice of the bassoon, and the contrast between the two creates some wonderful effects of *chiaroscuro*. The solo instrument is heard in all its facets—at times it gives forth a leathery cackle, elsewhere an amber song. And its virtuosity in these works is free and uncontrived, as essential a part of the melodic line as the warbling of any songbird. Performance excellent. Sound good.

**Beethoven:** Violin Concerto. Isaac Stern with New York Philharmonic under Leonard Bernstein. Columbia ML 5415.

Beethoven's violin concerto is more notable for its wingspread than for its footwork, and Stern does a fine job.

**Verdi:** *Macbeth*. Metropolitan Opera Orchestra and Chorus, Erich Leinsdorf, conductor, Leonard Warren, Meonie Rysanek, Jerome Hines, Carlo Bergonzi. RCA Victor LM-6417.

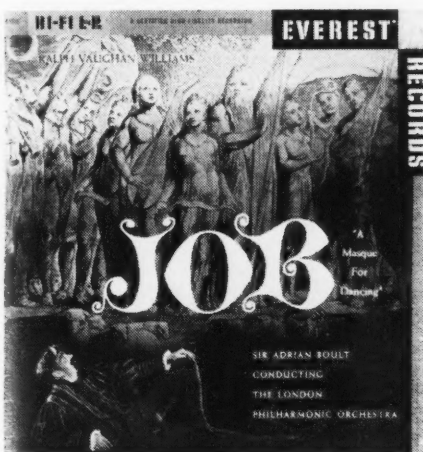
*Macbeth*, a relatively early work, is less of a single glorious piece than Verdi's later encounters with Shakespeare. In it there are the due quota of the organ-grinding rhythms and coloratura clichés of early Verdi, but there are, too, pre-saging flashes of his more mature genius. His witches are of pedigree, and when *Macbeth* and his lady start seeing things, he gives us music to clot and curdle the blood stream.



In the Verdi opera *Lady Macbeth* bulks even larger than in the play, and Rysanek gives her just about everything one could ask—dark, embracing vocal powers, sinister overtones of personality. The rest of the cast are worthy of such a lead. Leinsdorf conducts the whole with breathtaking pace and sweep. One of the most impressive operatic releases in months.

**Ralph Vaughan Williams:** *Job "A Masque for Dancing"*. Sir Adrian Boult and the London Philharmonia Orchestra. *Everest LPBR-6019*.

There is little about Vaughan Williams' music that attempts to seduce the ear. It goes about its business with a plain and massive honesty that rarely fails its goal. In *Job* he has made the most of the deep affinity of the English for the Old Testament: its heaven is gently vaulted like England's skies, and there is about it the forthright fervors of her provincial chapels. Even the Devil has suggestions of a Midland accent. Alongside Berlioz's *Satan* he is scarcely fit to hold a choirboy's taper; but then demonology has never



been a specialty of Britain—Old Nick—(by common acceptance) being regarded as a visitor from foreign shores. A work and a record to live with. Performance excellent. Sound good.

**Bach: Arias For Voices And Instruments.** Bach Aria Group, William H. Scheide, Director. Arias from Cantatas 68, 97, 205, 87, 63, 113, 70, and 157. Eileen Farrell, soprano, Carol Smith, alto, Jan Peerce, tenor, and Norman Farrow, baritone. *Decca DL 9405*.

Bach's 200-odd cantatas are like some hoarded treasure jealously guarded in a dragon's cave. The forbidding dragon in point is their baffling difficulty of performance. Where is one to find the trumpets, the soloists of matched virtuosity and musicianship to cope with the infernal demands of this heavenly music? The Bach Aria Group of New York has skirted this eternal poser by choosing to do selected arias rather than whole cantatas.

In theory this could lead to a pin-pointing of effort, and the attainment of a uniform excellence in the numbers for which the available forces are suited. In practice the results are less even. The superb artistry of Eileen Farrell and the instrumentalists is not invariably equalled by the other soloists. Jan Peerce, apart from an atrocious accent, seems ever to be singing on operatic cothurns where inwardliness and meditation would be more to the point.

However, performances of Bach's cantatas anywhere this side of heaven are bound to be something of a compromise, and the high moments of this record more than compensate for the defects. A record that is a must for any lover of Bach. Sound good.

**Schumann:** *Fantasie Op. 17, Romance No. 2, Six Intermezzi Op. 4*. Ida Krehm, pianist. *Delyse ECB 3154*.

The understated poetry of the Second Romance and the Intermezzi are particularly successful. Delyse does fine justice to the beauty of the performer's tone.

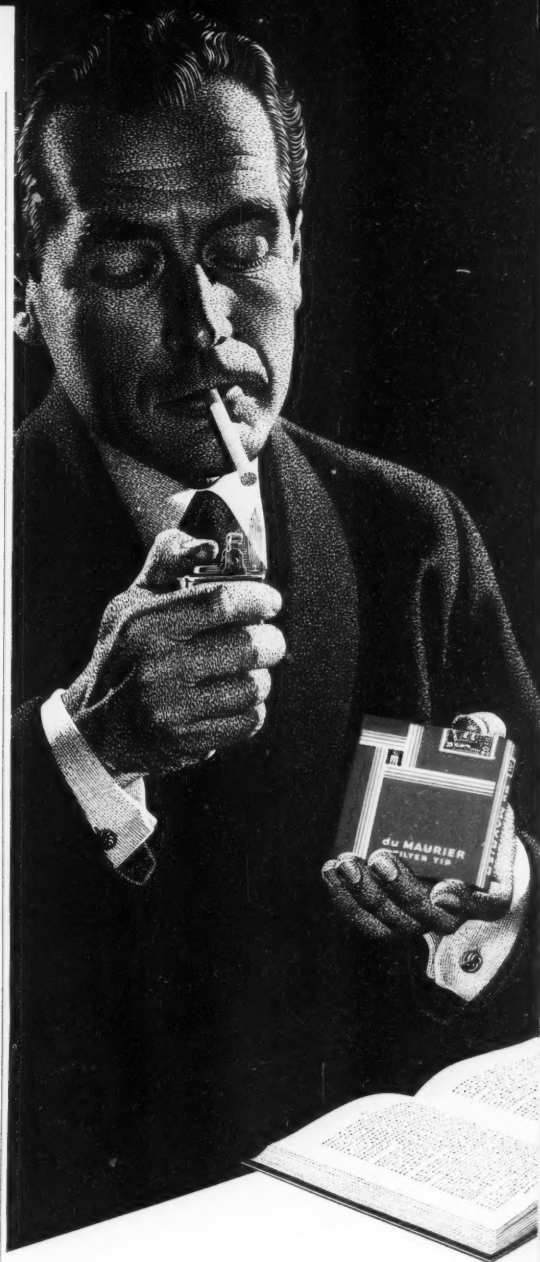
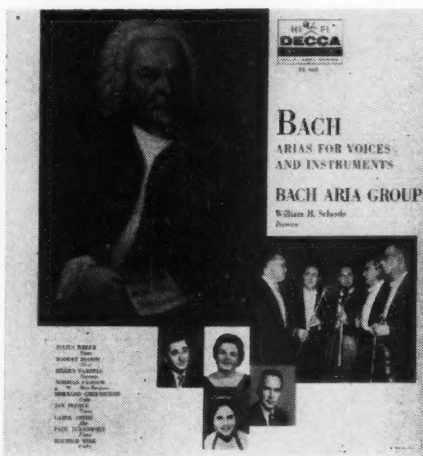
A large portion of new releases continue to be offerings of tried Pop favorites. It is only rarely that these can draw more than a yawn from a hardened reviewer. Here are two notable exceptions to the dreariness of this general rule:

**Bouquet De Paray:** Rossini *William Tell* Overture; Saint-Saens *Danse Macabre*; Weber *Invitation to the Dance*; Liszt *Mephisto Waltz*. Paul Paray and the Detroit Symphony. *Mercury MG-50203*.

Paray has developed the Detroit Symphony to one of the top-notch orchestras of the continent. He handles the *Mephisto Waltz* in particular with a rare brilliance.

**Merry Overtures:** *Die Fledermaus, Fra Diavolo, The Marriage of Figaro, The Bartered Bride, La Gazza Ladra, Roman Carnival*. *Epic LC-3506*.

Szell has the pin-point command of his orchestra and the temperament to bring succulence and bite to some ancient chestnuts.



there's  
Something  
Special  
about

**du MAURIER**

- most effective filter tip yet developed
- choicest, extra mild Virginia tobaccos
- rich flavour, exceptional smoothness
- firmly packed for longer-lasting smoking pleasure

**du MAURIER**

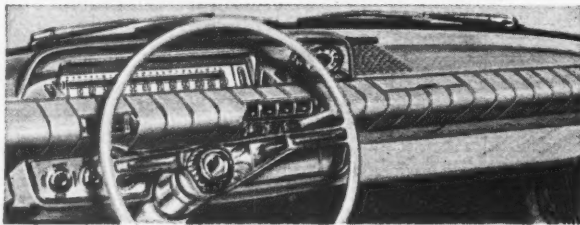
A Really Milder High Grade Virginia Cigarette  
with the EXCLUSIVE "Millecel" SUPER FILTER

# Perfection

tells the Buick story

Never before has elegance been so perfectly matched to your own good taste...here is a masterpiece of modern design that combines superb performance with flawless automotive craftsmanship.

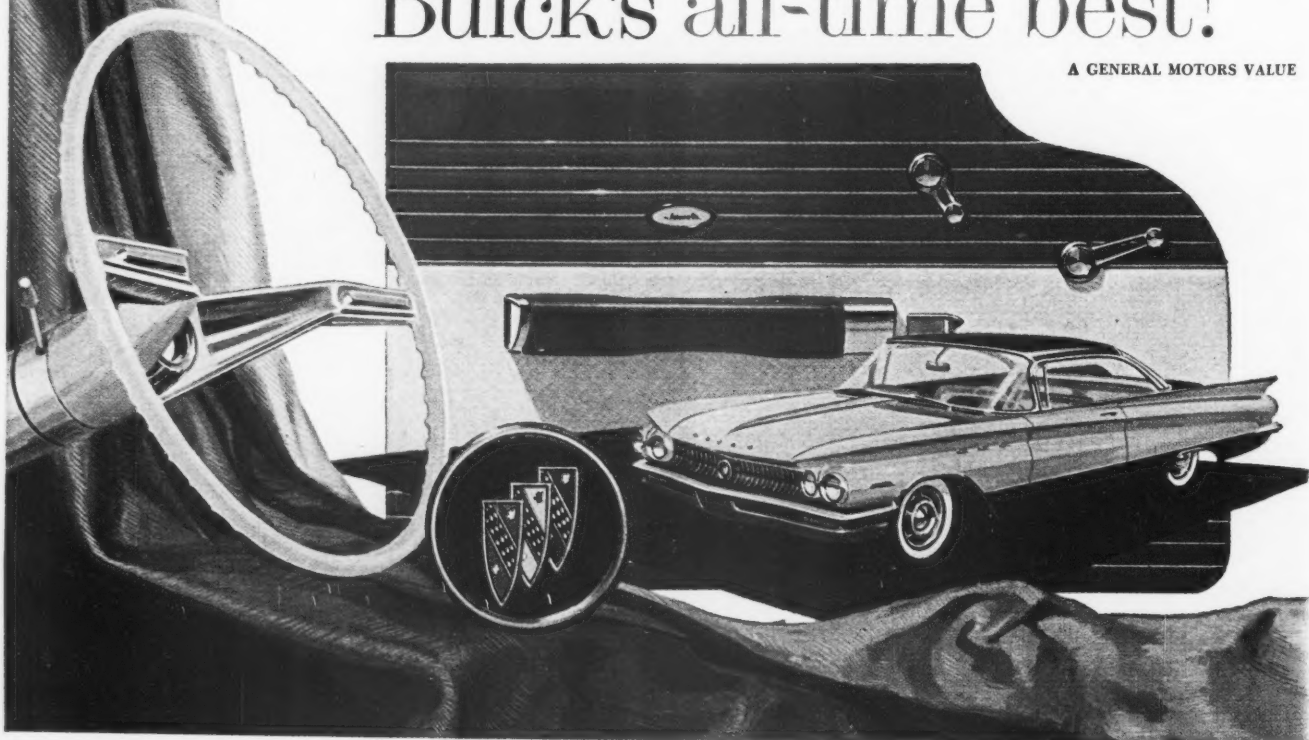
Perfection to a very fine degree is the mark of the new 1960 Buick. Its distinctive good looks and luxurious appointments whisper a story of lively imagination—composed with an infinite care for detail. Fresh, fashion-plate interiors sparkle with a new-born splendour and magnificence.



Rich luxurious upholsteries rival those of your finest furnishings. Lasting beauty and value emphasize Buick's superior quality, too—a particular kind of quality that imparts an individuality which belongs to you and you alone when you drive a Buick. A car to satisfy the particular requirements of the most discriminate—the Turbine Drive Buick. Perfect for 1960!

## Buick's all-time best!

A GENERAL MOTORS VALUE





## Books

by John Gellner

### The Great Dilemma



Eden: A melancholy tale.

ONE OF THE BIGGEST problems the West is up against today is this: How does one operate in the international arena successfully yet decently? President Eisenhower, some years ago, said that peoples which "... like those of the United States, are imbued with a religious faith and a sense of moral values ..." must make "... a contribution to world order which unhappily we cannot expect from nations controlled by atheistic despots".

This is very nicely put, but to follow such advice would mean that in practice the West would have to yield continuously to the ruthless and the unprincipled. For in international relations the world has not progressed very far since the days when three great powers could amicably agree to carve up neighboring Poland just because that country could do nothing about it, or when France could take an empire because a local potentate had struck the French consul with a fly whisk. Success in international politics is still a matter of force, political and military. And fairness never seems to lead anywhere—it only seems to earn abuse.

This basic dilemma of morality against effectiveness which bedevils our satiated, unadventurous society [heavily burdened with moral scruples and with an underlying feeling of guilt for a violent past], stands out from the pages of practically every book that deals with the policies of the West. The authors invariably revolt against accepting the ineluctable political fact that it is impossible to combine success with morality in international politics, but equally invariably they fail to

suggest any political method of making it pay to be good.

In each of the three books under review—which are otherwise poles apart in aim and content—the author tries to spell out the "great dilemma" and then to find some way of resolving it. Eden's *Full Circle* is the tale of a serious attempt which—not unexpectedly in an environment of power politics, pure and simple—ended in disastrous failure. The study of *NATO and American Security* by Klaus Knorr and his associates points up clearly the appalling difficulties of an entirely defensive military policy which must remain what it is because of overriding moral considerations. The little booklet by Marshal Juin and Henri Massis, *The Choice Before Europe*, especially in its more significant part written by the latter, represents White Man's groping for solutions which are in step with his moral code and his intellectual development.

The *Eden Memoirs* make melancholy reading. Here is an old hand in international diplomacy whose "confidence in what could be done to create an international order ... was sharply salted by experience". He would be a dreamer, unworthy ever to have been entrusted with his country's policies, or else a hypocrite like most others in world diplomacy, if he felt otherwise. He had witnessed the rise of the European dictators which culminated in the holocaust of the Second World War. He had studied their methods compounded of brazen deceit, blatant lies, ruthless violence and bravado.

When he reached the top, he found himself again confronted by men of a kind he knew only too well still exercising their vocal chords and flexing their muscles. Not to pursue a colonialist policy, which Britain had discarded long ago, but to stop another wild gambling game with peace as the stake, he decided to put an end to a war which had flared up in the Middle East and which threatened to spread unless quickly checked. Even if in the process he did want to humiliate an aggressive dictator, and thus speed his fall, he had larger interests in mind than just to get rid of an annoying gadfly.

Eden's designs were thwarted by Britain's friends, not by her enemies. The American intervention against England and France must have reminded him of an Anglo-French *démarche* 18 years earlier, when at two o'clock in the morning of September 22nd, 1938, the ambassadors of the two powers handed to President Benes the peremptory demand that Czechoslovakia knuckle down to Hitler. Eden, incidentally, had disapproved of that step, too, because it was both contemptible and foolish. The latter can be said also of American policy in the Suez crisis—and Canadian, for that matter. The only excuse for that policy is that it may have stemmed from a sense of political morality. Eden, in his bitterness, leaves the reader with doubts even on that score.

While, with the benefit of hindsight, many of the people who in 1956 applauded the Eisenhower-Dulles policy would now agree that Britain and France had good reason to act as they did, criticism of the way in which the British and French pursued their purposes has not been modified by time. It is thus only natural that when it comes to defending the execution of his design, Eden pleads his case much less successfully than when he explains his motives.

Klaus Knorr's *NATO and American Security* is the joint work of a number of thoughtful and capable writers, undertaken in connection with two Princeton study conferences. These writers are not military men. They look at the problems of NATO strategy not from the point of view of what is militarily desirable, but what is politically acceptable.

As a consequence, the basis of all their considerations is that the West of necessity must leave most political, and absolutely all military, initiative to its adversaries—Churchill calls it the principle that "good, decent, civilized people ... must never themselves strike till after they have been struck dead". It is the desire to combine effectiveness with political morality carried to the point of absurdity.

For we then must, militarily, hold all positions by spreading our meagre means thinly all along the line of contact. And

With  
those  
snacks  
served  
pre-dinner

...

74

is a  
winner.

Everybody  
likes Canadian  
74 Sherry—  
Canada's  
largest-selling  
premium sherry,  
by far!



*Bright's*  
fine Canadian *Wines*  
SINCE 1874

Write Bright's Wines, Lachine, Que. for your free copy of  
"Bright & Cheery Recipes", a meal-planning guidebook!

we must, in the development of weapons, use the costly method of going through all the evolutionary steps—we dare not skip any of them and build the weapons of the day after tomorrow, because the potential enemy has the choice of where and when to put the politico-military thumbscrews on us.

*The Rape of Europe*, Henri Massis' contribution to the little volume which contains also Marshal Juin's *The Freedom and Security of Europe*, is an attempt by a typical political thinker of the Old World to find a way out of the jungle of power politics. His recipe—a "third force" made up of a European "Christian world" filled with the realization of a common civilization and a common morality—is of little significance. As he has no suggestions on how to achieve the earthly aims of his "Christian world", it looks as if Henri Massis had simply chosen to impale the West firmly on one of the horns of the dilemma of morality against effectiveness.

Much more interesting—and unfortunately typical of the thinking of many Europeans—is Massis' belief that the aggressive materialism of both the Russians and the Americans is to blame for the present turmoil on the international scene. To him, both practice "political Manichaeism". To either side its own is the "kingdom of light" and the other's the "kingdom of darkness", with the result that every major issue becomes a matter of "us or them".

Yet to Massis the American "kingdom" looks suspiciously like the Russian: they are both purely materialist and strictly conformist "heavens on earth", in which "various idols of the modern world: technical progress, mechanization, production" are "compulsorily worshipped". As both consider themselves the "repositories of absolute truth", they both threaten the world with an essentially absolutist organization of society—in the physical and intellectual sense where the Russians, only in the intellectual sense where the Americans, are concerned.

Massis admits that American world domination would be more benevolent and thus more easily bearable than Russian, but he cringes at the thought of either. We would have thought that the greatest practical weakness of American foreign policy was its excessive preoccupation with questions of right and wrong. Massis seems to think that it only looks that way because the Americans know how to persuade others that right is what they, the Americans, are doing.

All three books only analyze and deplore [openly (Eden, Juin-Massis) or implicitly (Knorr)] that which is wrong with the policies of the West. They offer no practicable solution, probably because there is as yet no way of combining morality with success in international politics—not in our days.



**Full Circle: The Memoirs of Sir Anthony Eden**, British Book Service—\$7.50.

**NATO and American Security**, Edited by Klaus Knorr—S. J. Reginald Saunders—\$6.90.

**The Choice before Europe**, by Marshal Juin and Henri Massis—McClelland & Stewart—\$2.50.

## Pillars of Memory

CATHERINE DRINKER BOWEN has six biographies to her credit, as well as a book about the writing of biography; now her publishers have brought out a collection of essays, *Adventures of a Biographer*. Her adventures recall not only her meetings with people and with documents and books, but her personal qualms and revelations when, alone in her study, she tackles the task of re-creating a period, and portraying a personality from another time and place.

In 1937, long before tourism was common or even considered possible in Russia, she went there to do research for a book about Anton and Nicholas Rubenstein. She had not known she needed a transit visa to cross Poland, and would have been stopped had not her border official melted when he learned she was a violinist. In Moscow she was obliged to make the daily dreary rounds of the museums and factories until she finally won the confidence of her guide-interpreter, Emily, and was taken at last to the Conservatory, to the Tchaikovsky Museum and the other places she wanted to go.

If it was hard in Moscow to meet authorities, it was no less difficult in Boston to meet the Beacon Hill ladies who had been social intimates of Justice Oliver Wendell Holmes. An outsider from Philadelphia, she found that her entree was assured only by the fact that she had an artist cousin in Boston who was known and accepted by the ladies.

The best essays are the later ones: those about searching for a subject; getting started and well into one before she discovers it is not right for her; and finally, and best, those about her search for and discovery of Sir Edward Coke. In him and his times she is kindled to real passion, and shows both the devotion and humility proper to a great subject. She concludes the last essay with a quotation from biographer John Hackett, which may well serve as her own motto. " 'Measuring my strength,' the old historian had said, 'by my own Meet-wand, I task my self to set up a Pillar but for one Man's Memory!'"

N.A.F.

**Adventures Of A Biographer**, by Catherine Drinker Bowen—Little, Brown—\$4.50.

A vivid, absorbing account of exploration  
in Canada's far north

## SVERDRUP'S ARCTIC ADVENTURES

Adapted from the Norwegian explorer's  
NEW LAND: FOUR YEARS IN THE ARCTIC REGIONS  
and with additional chapters by  
T. C. FAIRLEY

Canadian author Tom Fairley has skilfully compiled a wealth of Arctic lore from Otto Sverdrup's own diaries, to reveal a new chapter in our history as well as a human interest story of international proportions. He has produced a wonderfully dramatic account which provides exciting reading, especially timely in view of the Polar Continental Shelf Project and recent oil exploration in the regions discovered by Sverdrup only 60 years ago.

At your booksellers'

\$6.00



LONGMANS GREEN & CO.



## Victory

How significant that a branch of the sturdy oak should be chosen to symbolize victory!

And how significant that the venerable Grant Clan long ago chose for its motto "Stand Fast". Applied to the family-owned business of distilling Scotch whisky, it has helped form a brand character of excellence which has grown through five generations. Quite a victory when interpreted in terms of world-wide demand!

 **Grant's**  
**STAND FAST**  
IN THE TALL TRIANGULAR BOTTLE  
**The Epitome of Scotch Whisky**

### A TOUR OF BRITAIN

Our 45-day (all inclusive) tour of Britain costs \$460. Fifteen centres are selected for their scenic beauty and short trips radiate from each. The director is a specialist in geography and a former college lecturer who knows Britain.

Write for brochure to Motion Picture and Sound Equipment Ltd., Saskatoon, Sask.



in Toronto—the  
**PARK PLAZA**  
of course!

TRY  
**DUBONNET**  
"STRAIGHT"

SERVE  
**DUBONNET**  
CHILLED

USE  
**DUBONNET**  
IN COCKTAILS

AVAILABLE AT  
ALL LIQUOR COMMISSION STORES



**EXPORT**

PLAIN OR FILTER TIP  
CIGARETTES

## London Letter

by Beverley Nichols

### British Labor Gives Its Word

IN SPITE OF Britain's continuing prosperity there is one bearish influence in the economy which is too little taken into account—the increasing bloody-mindedness of the British working man. Even when he has a good case he bedevils it by cussedness, as in the case of the threatened railway strike. Everybody agreed that the railway men were underpaid; the money to pay them was actually in the kitty; and then—suddenly an internecine quarrel between the various union branches breaks out, and the whole country is held to ransom.

Of all the strikes that have halted production since the war, the "Swear-word strike" is perhaps the most grotesque. It occurred at a Midlands factory which supplies a large proportion of the propeller shafts to the motor industry and arose from the following Gilbertian situation:

According to a certain foreman whom we will call Mr. A, one of his operators, whom we will call Mr. B, reported late for work. To be precise, one hour and eight minutes. Said Mr. A to Mr. B., with an acerbity that one would have thought to be justified "This is a —ing time to come to work." Mr. B was horrified by the wicked word, which he reported to his mates. Shortly afterwards he was taken home (in one of the firm's cars) and on the following day 1800 men laid down their —ing tools. They weren't going to have any —ing foreman using words like that, not on their —ing lives.

The reader will not, it is hoped, be unduly outraged if I suggest that the wicked word in question may have begun with the sixth letter of the alphabet. And, if he is at all familiar with the speech of the British workman, he will be aware that it is the most overworked adjective in the language, without which any form of communication between the toiling masses would appear to be impossible. However, this was not how it appeared to the 1800. So down went their tools and all over Britain, in factory after factory, work began to grind to a full-stop.

At the same time that this ultra-Shavian episode was developing, there was trouble at the docks. A policeman reported that he had found a tally clerk smoking in one of the cargo sheds—a serious offence. The clerk denied it. Immediately, without hearing any evidence, 160 dockers walked off a ten-thousand-ton cargo liner, and



*British workers: Ever so politely!*

started urgent negotiations to call out another 8,000 men unless the policeman immediately apologized. Their defence was tersely summarised by a spokesman who proclaimed that because the clerk had denied the offence the policeman *must* have been mistaken, and there was no more to be said about it.

There have been strikes because the tea was too strong and because it was too weak; there have been strikes because the factories were too hot or too cold. There was even very nearly a strike because some of the men did not like the foreman's face. He was reported to have "scowled". Mr. Macmillan was certainly right when he said that the British workman had "never had it so good". But some of us occasionally feel inclined to ask, ever so politely, if perhaps he is not having it *too* —ing good.

Meanwhile, in spite of everything, prosperity marches on, and if the stock market steps back one pace on the Monday it steps forward two on the Tuesday. Perhaps the most striking visual example of newly booming Britain is to be found in the Welsh valleys, which I toured before the war when they were the Depressed areas with a capital D. In those days, three quarters of the population were on the dole.

To illustrate the starvation level of the prevailing poverty I remember writing a story about a miner, dying of an incurable disease, who had been forced to pawn the curtains of his tiny room in order to pay for his approaching funeral—and thereby, to die in full publicity, under the pitying glances of the passers-by. Today it is a different world.

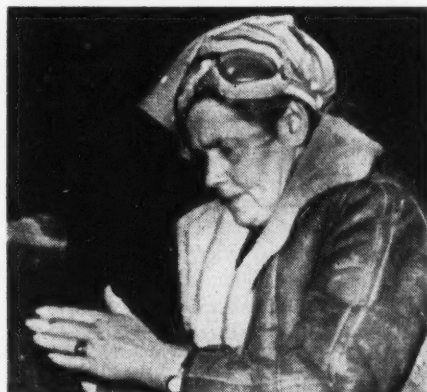


Consider Merthyr Tydfil—whose long-dismantled iron works made the cannonballs for Nelson's fleet at Trafalgar, and the guns for Wellington at Waterloo. This town was the blackest of all the black spots before the war. But now, Imperial Chemicals have moved in, and Thorn Electrical, and Hoover's have set up the biggest washing-machine factory in Europe. It is the proud boast of Hoover's managing director that his concern turns out a new washing machine every 20 seconds of every day and night—and what's more, sells it. And his equally proud prophecy that this output can be doubled in the next two years.

Yes, it is an exciting period, industrially, with a sort of paradoxical pioneer spirit, and economic historians may call it a period when "to be young was very heaven" provided that one had £10,000 to play with. All sorts of new sources of wealth are developing. Soon, for example, we may have our garage millionaires. The traffic snarl has pushed up the price of garaging a car in some districts to 11/- a day, which is pretty good for a business with practically no overhead.

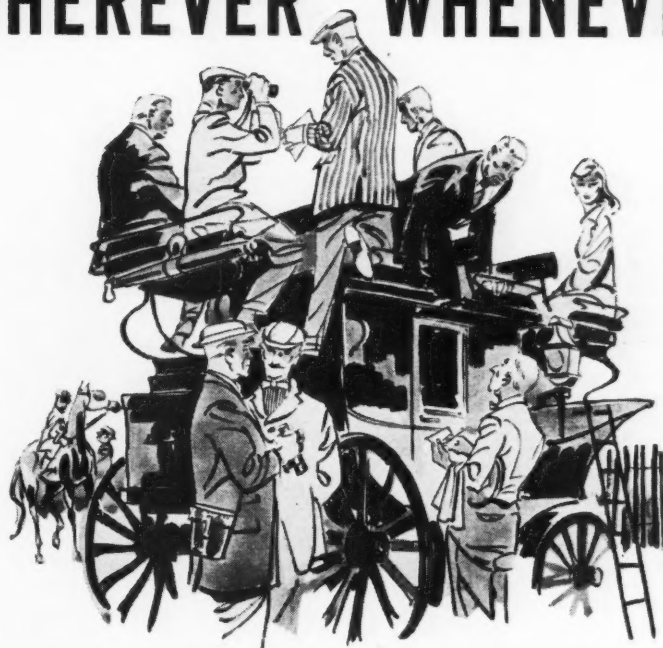
Thank heavens, we still have our great eccentrics in the old country and we still take them to our heart. The latest, but certainly not the least, Doctor Barbara Moore — an astonishing, stumpy little woman, of more than middle age. She has just plodded on foot all the way from John o' Groats, at the northernmost tip of Scotland, which may be described as almost the Arctic regions, to Land's End, at the southernmost tip of Cornwall, where the mimosa is in flower. A thousand miles in 21 days. And—this is what has caught our fancy—it was all done on tomato juice, raw carrots, and an occasional lettuce.

Who is Dr. Moore? Well, her antecedents are so colorful and so cosmopolitan that nobody seems quite able to sort them out. She was nee Anya Cherkasova, she studied at Saratov university, her youth was beset by mysterious "enemies". There was a marriage in Tiflis, there was a sensational motor-cycle race to Moscow, there were more "enemies". There was another marriage, in Russia, to a "Mr. A",



Dr. Moore: More effect than G.B.S.

## WHEREVER WHENEVER



The deluxe whisky you can depend on... always

**Wiser's** DE LUXE  
Canadian WHISKY  
AGED IN WOOD FOR 8 YEARS

every traveler knows  
what this is...  
← wise travelers  
know what  
this is... →



Experienced globetrotters know that the ASTA seal of integrity is displayed by top travel agents everywhere. Whether you're planning a cruise, a tour or a resort holiday—here or abroad—your ASTA agent can help you get maximum pleasure from each precious vacation day and dollar. See him, too, for sea and air tickets at official rates.



## We Had the Greatest Fun . . . in Britain and the Trip Cost us less than \$500 each

We had the time of our life in Britain last Fall. Enjoyed ten exciting days there and found it a great place for having fun. We discovered wonderful eating places. We watched the Royal Ballet on its home stage at Covent Garden. We made a crowd of new friends — like the Chelsea Pensioner pictured above near Tower Bridge in London. And we found that the whole trip — including tours through Scotland, Wales and Northern Ireland — cost us less than \$500 each — round-trip fare included\*.

Your Travel agent can tell you how to do it. See him today. Or use the coupon below to write for free information.

\*From Toronto; add \$150 from Vancouver

The British Travel Association  
Dept. SN-360, 90 Adelaide Street W.  
Toronto, Ont.

Please send me free literature on travel  
to Britain.

Name .....  
Address .....  
City ..... Prov. ....



In Britain Last Fall we explored historic places like Cambridge in this picture . . . stayed in country inns for around \$3.50 a night each . . . and our drive-yourself car cost only 11 cents a mile — gas and all.

# COME TO BRITAIN

there was a brief imprisonment in Leningrad, there were desperate illnesses. Finally, in 1939, there was the last marriage—to an obscure British artist called Jean-Louis Moore. And there was vegetarianism.

I happened to be at Land's End on the night that Dr. Moore finally staggered home, and I have never seen anything quite like it. With her came a crowd of 20,000, yelling and cheering. The sky was split with rockets, and the roads were jammed for five miles behind. She finished the last quarter mile at a jog trot, flanked by two police outriders. And at the end of it all, with the spot lights of all Britain on her, she calmly ate a small cold lettuce.

As a result she has done more for vegetarians than even Bernard Shaw. All the fruit concerns, all the juice extractors, all the banana kings, all the greengrocers, all the nut syndicates and the orange monopolies, have gone to town, taking space in the great dailies to advertise their wares. To say nothing of Dunlop Footwear and several brands of indestructible socks.

Meanwhile, the angry young men get angrier and angrier. Increasing prosperity only seems to add to their bitterness. The latest example of their phrenetic hatred of "the institution" is to be found at the little Royal Court theatre in Sloane Square, which is by far the most interesting theatre in London, if you go to the Theatre in order to be annoyed. The play in question is a "musical"—not that there are any tunes—and the theme of the play is the glorification of the cosh boys.

A group of thugs decide that the big profits are no longer to be made by attacking old ladies with bicycle chains or slitting rival thugs with razors. The real money is in "big business". So they decide to "go legitimate". In the course of their doing so we are treated to a wild farrago of abuse directed against the middle classes, capitalism, the army, pet dogs, the judiciary system, boy scouts, chastity, indeed against every virtue and every institution which distinguishes civilization from the jungle. The only bulwark which is not attacked is Royalty—presumably because the Earl of Harewood, who is one of the major influences in the theatre, is himself a not-so-distant relation of the Queen.

I left the theatre in the middle of the play, somewhat depressed. The only cheering thing about the evening was that a number of other people left in the middle too. We are a tolerant people; we all like our young men to be angry; we like them to rebel, even if there is no longer so much to rebel about. But there is something faintly repulsive about this artificial exploitation of adolescent hysteria. The "beats" may have come to stay in California. Over here I hope, and believe, that they are on the way out.





## THE HUMBER SUPER SNIPE

NOW—with its new 3 litre engine and disc brakes! AS ALWAYS—a superb example of English craftsmanship, tasteful styling and elegant appointments. NOW—with fully automatic transmission and power-assisted steering, the new Humber Super Snipe is designed for the ultimate in performance. Its interior appointments, many of them hand-crafted and impossible of duplication by machinery, are luxuriously appealing. Here is a car built specifically for those who expect their transportation to reflect their own personal prestige.

*Its price is only \$4225 port of entry.*

ROOTES PRODUCTS : HILLMAN · HUMBER · SUNBEAM



*Canada's  
well-being  
is founded  
on STEEL!*



## in the life of the industrial worker...

In 1910, when Stelco was incorporated, the principal occupations open to Canadians were farming, fishing, lumbering and mining. The 50 years since then have seen Canada emerge as an industrial nation with a standard of living unequalled outside North America.

Today more Canadians work in *manufacturing* than in any other industry. *Manufacturing* pays almost a third of all labour income, and is the largest taxpayer.

No country can be important industrially unless it has within its borders a steel industry keeping pace with the country's expanding needs for its products. Stelco, Canada's leading producer of steel and steel products, has kept pace with and has played an important part in the nation's progress towards industrial independence.

Now celebrating its 50th Anniversary, Stelco will continue to supply Canadian manufacturing with steel for the needs, comforts and protection of Canadians.

### \$25,000,000 BLOOM MILL ADDED TO HANDLE OUTPUT PREDICTED FOR 1980

Stelco's new bloom mill is capable of reducing 30-ton ingots to slabs for plate and sheet products. Stelco's annual capacity is expected to rise in the coming 20 years to approximately 5,000,000 ingot tons—more than twice the present figure.



Stelco now enters its second half-century with nearly 16,000 employees; 12 producing and processing plants; and with 91% of its stock owned by some 15,000 resident Canadians.



## THE STEEL COMPANY OF CANADA, LIMITED

Executive Offices: Hamilton and Montreal

Plants: Hamilton, Montreal, Toronto, Brantford, Gananoque, Lachine, Contrecoeur.

Sales Offices: Halifax, Saint John, Montreal, Ottawa, Toronto, Hamilton, London, Windsor, Sudbury, Winnipeg, Edmonton, Calgary, Vancouver. J. C. Pratt & Co., Ltd., St. John's, Nfld.





Mendes-France: Diplomatic stance.



Bertrand Russell: Touchy world-figure.

## Television

by Mary Lowrey Ross

### Closeup on "Closeup"

ONE OF THE SADDEST examples of grace under pressure is the sponsored program which attempts to present a literate program with mass appeal. At best this is an almost impossibly difficult straddle to make, and it is almost bound to collapse once the sponsor's steadying hand is withdrawn. (e.g. *See It Now* and, to a large extent, *Playhouse Ninety*.)

*Closeup* is, of course, not commercially sponsored; just how long it might have survived sponsor pressure is hard to say. Its chances on the whole seem to be better than average, since in the past two or three years it has learned to strike a fine balance between the programs people are expected to watch for their own good and the ones they watch for their own enjoyment.

It has accomplished this (1) by presenting people and material that are topical, controversial or both, and (2) by combining "popular" treatment with an unwavering respect for both its material and its audience. This demands an impressive exercise in judgment. *Closeup's* reputation in this field was so well established from the start that it had little difficulty in persuading such touchy world-figures as Bertrand Russell, Somerset Maugham, Dame Edith Sitwell and Anthony Eden to appear on its programs.

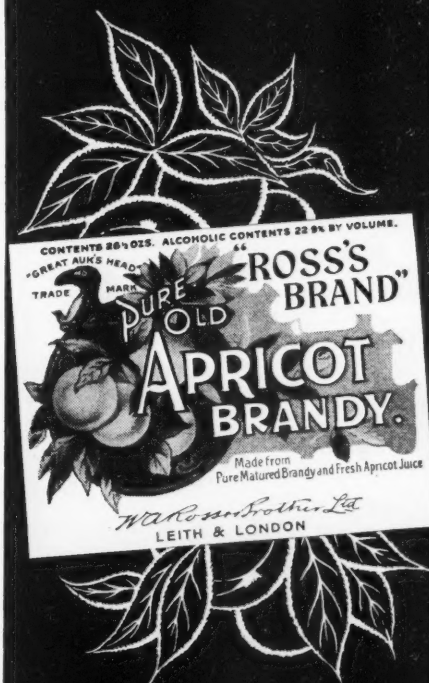
From the start, too, *Closeup* has boldly raided other programs for approaches and ideas. As producer Ross McLean is quick

to acknowledge, you will find traces in his program of *See It Now*, *Person to Person*, *Small World*, the Mike Wallace interview and even the dubious *This Is Your Life*. "There's a good idea behind the Mike Wallace program," he said recently. "I'd like to take it and make an honest woman of it." In this case he was using the word in its exact contemporary sense. As far as possible he likes the exchange of opinion on *Closeup* to be as direct and uncompromising as possible.

In every case, *Closeup* has taken pains to adapt borrowed methods and techniques to its own needs, and this no doubt is what gives the program its peculiar identity and variety. While it has taken the world as its parish, *Closeup* remains unmistakably Canadian in tone and style. There is very little dalliance about a *Closeup* interviewer, and there is nothing in his manner that would encourage his subject to trail the visitor through the house, displaying his stamp-collection, his hobby-shop and his little ones.

The interviewer is strictly concerned with his subject's career, the wider field of his profession, and beyond that the whole wide world outside. (In this connection, it was interesting to watch how quickly Jack Benny shed his familiar comic mannerisms in conversation with Pierre Berton and settled down to a serious straightforward account of his career and the rewards and frustrations of show-business.)

Looking  
for  
new  
delight  
in a  
drink?



REACH FOR

**Ross's**  
**APRICOT**  
**BRANDY.**

...another international favourite  
from the makers of

**Ross's SLOE GIN**

ROSS'S BRAND bottled in Great Britain

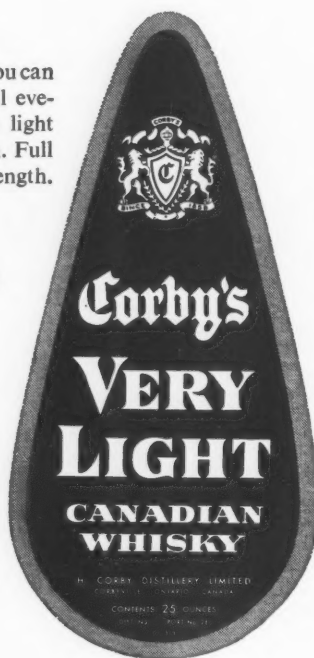
Badminton tonight?  
drink VERY LIGHT!



A whisky you can stay with all evening. Very light and smooth. Full whisky strength.

Aged 6 years in wood

Corby's  
VERY LIGHT  
CANADIAN WHISKY



## SHADE TREES



Mountain Ash, a good shade tree, attractive in flower and fruit.

		Each
NORWAY MAPLE	8-10 ft.	\$ 7.00
CRIMSON KING MAPLE	8-10 ft.	13.00
SCHWEDLER MAPLE	6-8 ft.	9.00
WHITE BIRCH	6-8 ft.	4.70
MORAINE LOCUST	6-8 ft.	9.90
SUNBURST LOCUST	6-7 ft.	9.50
WEeping WILLOW	8-10 ft.	5.80
MOUNTAIN ASH	8-10 ft.	6.40
LITTLELEAF LINDEN	6-8 ft.	5.80

For complete list of Trees, Evergreens, Shrubs, Roses and Perennials with descriptions send for illustrated CATALOGUE. Free on request.

A LANDSCAPE SERVICE

**SHERIDAN NURSERIES**

LIMITED

Head Office: Box 181, Islington, Ontario.  
Sales Stations: 2827 Yonge St., Toronto.  
Lakeshore Highway No. 2 at Clarkson, Ont.  
North Service Road 1/3 mile West of Highway 27 and Q.E. cloverleaf.  
650 Montee de Liesse, St. Laurent, Montreal 9, P.Q.



This is an admirable approach, since everyone, including a professional comedian, enjoys being taken seriously. There are, to be sure, exceptions. McLean recalls a serious early effort of his own to get on any mutual ground with Oscar Levant. "That was the world's worst interview." Charles Templeton's interview with Evelyn Waugh was equally disastrous, but on this occasion it was a consolation that author Waugh came out of the encounter even more badly damaged than his interviewer. "What I'd like to see," said Producer McLean with a touch of sadism, "would be Oscar Levant and Evelyn Waugh interviewing each other."

On the whole, *Closeup* interviews are highly successful, informing, informed and as revealing as a public disclosure of anything so elusive and private as human personality can hope to be. Most of the world's great have appeared or are under contract to appear on the program. However there are still a few coveted specimens that refuse to be pinned down; e.g., Charlie Chaplin who makes vague commitments from time to time, then dodges nimbly out of sight, and Ernest Hemingway who has declined on the ground that he doesn't like television interviews, that he has committed himself to Ed Murrow if he should ever consent to a television interview, and that he won't be interviewed on television in any case.

In the documentary field, Producer McLean feels that the *Closeup's* most successful program was its survey of a refugee family. His least satisfactory, rather oddly, was a survey of a group of Canadian families in four cities. The sixty-minute documentary on the problems of Canadian Jews excited a great deal of comment, but failed to meet his own rather exacting standards. "Somehow we seemed to miss the real fullness and richness of Jewish life," he said regretfully.

Future documentaries will include a much-needed survey of Canadian divorce laws, and an hour-long study of the problems of India as China ascends and Nehru ages. The latter survey will be conducted by Blair Fraser, who is now in India. Fraser, incidentally, will appear in an interview with Viscount Montgomery. "We felt he was working at a disadvantage with both Anthony Eden and Pierre Mendes-France, since both took a diplomatic stance during the interview—Eden because his book was about to be published, and Mendes-France because of the Algerian crisis". Monty at least can be trusted not to work under diplomatic wraps.

Future programs will also include interviews with Arthur Koestler, Arnold Toynbee, J. Paul Getty, "the richest man in the world" and the Reverend Hewlett Johnson. The Red Dean, incidentally, has been taking a course in youth serum, and promises to be even more friskily controversial than usual.



## Chess

by D. M. LeDain

THE ARABS HAVE a way with a horse and it seems natural that they should have been the first to formulate the brilliant bit of horse-play known as "The Arabian Mate". Steed and rider literally fly in the following finale.

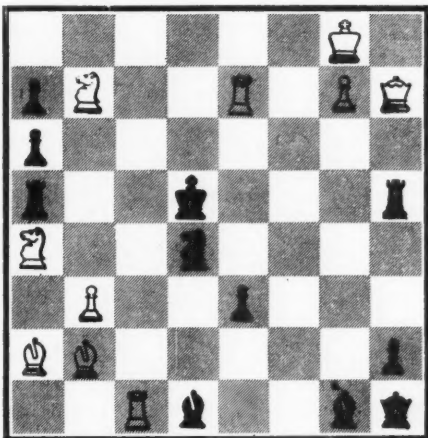
White: R. Fine, Black: A. Dake (USA Open, 1933).

1.P-Q4, Kt-KB3; 2.P-QB4, P-KKt3; 3.P-B3, P-Q4; 4.PxP, KtxP; 5.P-K4, Kt-Kt3; 6.B-K3, B-Kt2; 7.Kt-B3, Castles; 8.Q-Q2, P-K4; 9.P-Q5, P-QB3; 10.P-QR4, PxP; 11.PxP, Q-R5ch; 12.B-B2, Q-QKt5; 13.P-R5, Kt-B5; 14.BxKt, QxB; 15.KKt-K2, Kt-R3; 16.Castles, Kt-B4; 17.BxKt, QxBch; 18.K-R1, R-Q1; 19.Q-Kt5, P-B3; 20.Q-R4, P-KKt4; 21.Q-R4, B-B4; 22.KR-Q1, QR-B1; 23.Kt-Kt3, B-Kt3; 24.KKt-K4, Q-B5; 25.Q-R3, B-B1; 26.P-Q6, K-Kt2; 27.R-Q5, B-B2; 28.R-Q2, R-B3; 29.QR-Q1, R-R3; 30.Q-R1, P-Kt3; 31.Q-B1, RxRP; 32.KtxBP!!; KxKt; 33.Kt-K4ch, K-Kt2; 34.R-QB2!, Q-R5; 35.QxPch, B-Kt3; 36.

R-B7ch, K-Kt1; 37.QxBch!, PxQ; 38.Kt-B6ch, K-R1; 39.R-R7 mate ("The Arabian Mate").

**Solution of Problem No. 239** (Parameswaran),  
Key, 1.K-R8.

**Problem No. 240**, by G. Heathcote (1st Prize, "Hampstead Express", 1905).  
White mates in two. (10 + 11)



## Puzzler

by J. A. H. Hunter

AS WITH ALL alphametics, this one can be solved merely by the exercise of common-sense, clear thinking, and a modicum of patience.

Here, however, we have one of those rare alphametics which can be solved quickly and more elegantly by using a rather more advanced mathematical concept.

Each letter in this division stands for a particular, but different, digit and the little crosses indicate figures which will have to be identified. There is no "remainder".

Then what does PACE represent?

P A C E ) F O O L S ( M E

x x x x

x M A C x

x x x x x

Thanks for a basic idea, to F. X. Amoss, Hamilton, Ont. (122)

Answer on page 52.

## Not for the Weak End

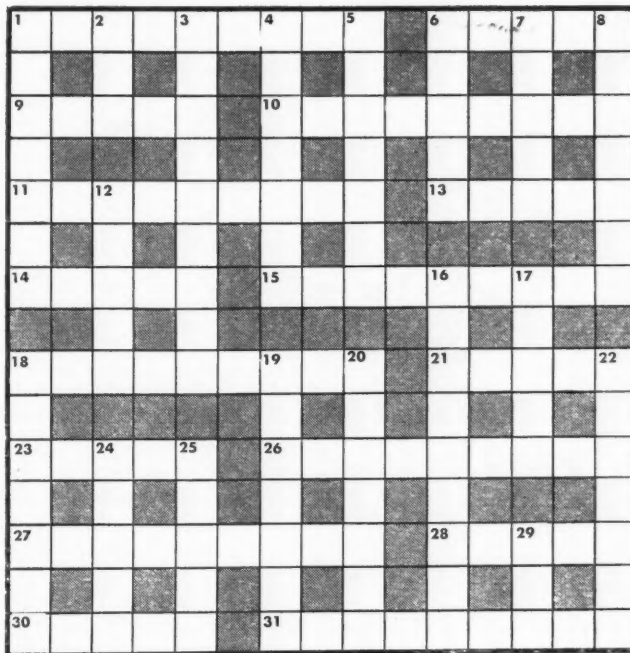
by Louis and Dorothy Crerar

### ACROSS

- 1 He will carry out the death sentence about four. (9)
- 6 What's the point if one isn't sharp? (5)
- 9 "Maud's" author? Not Tennyson in this case. (5)
- 10 O gastric I become after such revels. (9)
- 11 Pure lives can be, to the Devil, no doubt. (9)
- 13 City of model Hindus? (5)
- 14 What Islam made the psalmist swallow. (5)
- 15 Sausage? (9)
- 18 French sea songs should sell well. (9)
- 21 9 is one of the proper ones. (5)
- 23 No this is 19. (5)
- 26 Showing your age? That's laying it on a bit thick! (9)
- 27 Father William certainly was! (9)
- 28 For those birds that like high living, and like to keep an eye on the outside. (5)
- 30 It helps to make one's trip enjoyable. (5)
- 31 Astronauts hope eventually to do the second part on the first. (9)

### DOWN

- 1 Sure to be upset end to end, but lasts. (7)
- 2 Tree seldom seen without sod. (3)
- 3 The sunfish is not right in the head to swallow part of an eel when it wants nothing for itself. (9)
- 4, 6 Directors of the press? (7-5)
- 5 But his view of Toledo isn't the one we'd get in Ohio. (2, 5)
- 6 See 4.
- 7 Work at this until the answer appears. (5)
- 8 Checking the passage of time? (7)
- 12 Yet these regions are not inhabited by Poles. (5)
- 16 Peerless? But there's an Earl in 'pon my word! (9)
- 17 A nymph our Islam Paradise holds. (5)
- 18 Erasmus turned out to be a stimulating person. (7)
- 19 Quack, quack. Duck this medicine unless you need the alcoholic ingredient. (7)
- 20 "South Wind" of Norman Douglas. (7)
- 22 Gets men confused in part. (7)
- 24 Recapitulate from the beginning. (5)
- 25 The Scotsman includes an article on opera? (5)
- 29 Where the bug is snug? (3)



### Solution to last puzzle

- ACROSS
- 1, 17D. More dead than alive
  - 6 Troupe
  - 9 Strive
  - 10 Gloating
  - 11 Affair
  - 12, 31, 5. Let sleeping dogs lie
  - 13 Pack
  - 14 Myth
  - 16 See 7
  - 17 Toffee

- 19 Hummed
- 21 Pea
- 22 See 2
- 23 Shag
- 25 War
- 26 Avenue
- 28 Interred
- 29 Inlaid
- 30 Byword
- 31 See 12

- DOWN
- 2, 22, 25. Out of this world
  - 3 Epitaph
  - 4 Execrated

- 5 See 12
- 6 Trout
- 7, 16, 25. On top of the world
- 8 Panic
- 15 You
- 17 See 1
- 18 Eli
- 20 Magneto
- 21 Parades
- 22 Tie-clip
- 24 Honey
- 25 See 2 and 7
- 27 Union (489)



LAING

MARCH 26th—APRIL 8th

**WILLIAM  
RONALD**

**NEW PAINTINGS**

Galleries:  
194 Bloor Street West,  
Toronto



**"IF AN IDEA IS  
GOOD ENOUGH TO  
PUT ON PAPER  
IT DESERVES A  
HILROY ENVELOPE"**



ENVELOPES & STATIONERY  
LIMITED

Manufacturers of Bouvier Envelopes

250 BOWIE AVE., TORONTO 10  
Telephone: RUssell 2-4411

HR

## Research

by Muriel Clements

### Niacin and the Heart

THE MAN WHO first thought of using nicotinic acid, commercially called niacin, in a crash program against artery disease is Dr. Rudolf Altschul, head of the Anatomy Department of the University of Saskatchewan.

Since 1943, in the anatomy lab on the university campus in Saskatoon, Dr. Altschul and his small staff of technicians have arbitrarily grown and prevented hardening of the arteries in rabbits. In 1955, the first results of Altschul's nicotinic acid trials on human volunteers were published in a medical journal, other researchers picked up the trail, and today their reports are piling up confirmation that nicotinic acid has staged a dramatic breakthrough against artery disease.

To a layman reading the heart literature, three astounding facts emerge: almost every adult in the United States and Canada has some hardening of the arteries; it is a disease, not an inevitable and inescapable process of aging; and though mankind has lived with it for at least 5000 years, only in the last decade have medical scientists admitted the possibility that something could be done about it.

Three-quarters of the world's population haven't enough to eat, while the other one-quarter have too much, and the pattern of artery disease roughly follows the same distribution. Blood flows unhampered through the arteries of the Chinese and Japanese, the Okinawans and the Bantu tribesmen of South Africa, while one American authority estimates that in the United States at least, the question is not who has hardening of the arteries, but who has more and who has less. Seventy-five percent of a group of 500 American soldiers killed in Korea showed unmistakable signs of coronary disease on the autopsy table. Their ages ranged from 19 to 23.

Each year heart disease takes the lives of more than 60,000 Canadians—almost as many as all other diseases put together. It is the most common cause of physical disability, leading accidents, rheumatism and arthritis, deafness and blindness in that order. It cuts down men in their prime. The Metropolitan Life Insurance Company estimates that two-fifths of heart deaths occur between the ages of 45 to 64. In Canada this adds up to a work-loss of more than 50,000 man years annually.

All heart disease isn't the end product of hardening of the arteries (arteriosclerosis), but the big killers—coronary thrombosis, stroke, apoplexy, cerebral-arteriosclerosis—are all final evidence of the stealthy invader. Scientists don't yet know what makes arteries harden, or more accurately thicken and finally become blocked by a blood clot or thrombosis. Nor do they know why the coronary arteries next to the heart are most often afflicted, and almost as frequently, arteries leading to the brain or the kidney. But they do know that one of the culprits is "cholesterol".

Healthy arteries are soft and elastic, their inner walls velvety smooth, allowing the blood to course freely from the heart to all the tissues and organs of the body. The three layers of the artery wall behave like filters through which the life-giving plasma seeps, driven by blood pressure. When a vacuum cleaner filter becomes dust-clogged it can be changed in a twinkling, but there is no replacement for an artery wall clogged with fatty-like particles of cholesterol.

Cholesterol is present in all body cells; in fact human beings can't get along without it. Too much fat in the diet doesn't necessarily mean too much cholesterol in the blood. Within itself, the body manufactures cholesterol from fat, carbohydrates and proteins, and restriction of all cholesterol-containing foods such as egg yolks and butter would only step-up production of the internal cholesterol-manufacturing plant.

Although cholesterol seems to be the major trouble-maker, it has many allies. Lack of exercise is one. Heading the statistical list of heart victims is the athletic fellow under 45, beginning to put on weight, and driving the few blocks he would have walked five years ago. "Exercise seems to have several mechanisms by which it reduces the tendency to develop arteriosclerosis," American heart specialist, Dr. Irvine Page, reminds this generation who "seem about to give up the use of the legs."

Statistics also show a significant repetition of heart deaths in some families, suggesting that the kind of blood vessels we inherit has something to do with their durability. About four times as many men suffer from coronary disease as women—until they reach the 40 to 50 age group.





QUALITY PRODUCTS CONTAINING QUALITY INCO NICKEL

## New nickel-chrome plated appliances so bright...so right for modern living

Beautiful designs . . . added conveniences in the new household appliances plated with Inco Nickel. How much easier and more efficient they make *your* housework. And how satisfying to know that they'll look as bright and attractive years from now as they do today.

That's the beauty of appliances plated with nickel-chrome. And their utility! They add

sparkle to your kitchen. Food stains, grease and grime wipe off so easily. They won't crack, chip or deteriorate from rust and corrosion in normal use.

It's the good heavy plating of nickel under the chrome that provides the real protection against rust, corrosion and wear . . . helps insure lasting beauty in depth.

# THE INTERNATIONAL NICKEL

COMPANY OF CANADA, LIMITED

55 YONGE STREET, TORONTO



## THE AMBASSADOR IS MAKING LUXURY CAR BUYERS TAKE A SECOND LOOK

*The success of American Motors Compact Rambler has led to a revolution in the low-priced car field. Now the company has done it again. This time it's in the "Luxury Car" field. And the car is the 1960 Ambassador!*

### What price luxury?

Over the years size and bulk have been considered a symbol of the so-called "luxury" car. To-day that same size and bulk has grown to such proportions that it is expensive and inconvenient. The cars are expensive to buy and expensive to operate. They are inconvenient to handle and park. Owners of "luxury" cars are beginning to realize that excessive weight, width and length do not necessarily mean "luxury". Real luxury is a combination of styling, comfort, ease of operation and controlled expense.

### Ambassador proves luxury car needn't be big.

The 1960 Ambassador is the talk of the automotive trade, because it has achieved the impossible. The Ambassador is the ultimate in tasteful elegance . . . the peak in comfort and luxury, yet its compact dimensions make it a genuine pleasure to drive and park. You have to see and drive this car to really believe what American Motors have done. Gone is the awkward, over-sized exterior appearance so common to the "luxury car" field, yet the Ambassador has a quiet, tasteful look of quality and styling that has the distinction and prestige the luxury car buyer wants. Inside, Ambassador more than meets the demands of the most particular "luxury car" buyer. It's no wonder that people in the market for a medium-priced car are taking a second look at the 1960 Ambassador.

### The secret's in the famous Single Unit Construction.

Just as it revolutionized the low-priced market, American Motors use of Single unit Construction, which it originated more than twenty years ago, is the secret behind the Ambassador. In Am-

bassador's Single Unit Construction, body and frame are built together in one strong unit to give you a stronger, safer car with more room inside and less bulk on the outside. An added plus of Single Unit Construction is the absence of body rattles and squeaks. Altogether the result is the first and only Compact Car in the luxury car field.

### Everything the "Luxury Car" owner wants.

In creating a Compact "Luxury Car", American Motors have sacrificed nothing in the Ambassador. Everything you ever had or wanted in a medium-priced car is available to you and there are few features that only Ambassador can offer you.

The powerplant is a 250 horsepower V8 engine that thrives on regular gas! There's Ambassador's exclusive Air-Coil Ride, the only suspension that keeps the car on an even keel regardless of road or load . . . and Twin-Grip Differential for positive traction on ice, snow, or soft shoulders . . . plus Sectional-Sofa Reclining Front Seat that adjust separately for "tailored-to-measure" legroom. Power steering, self-adjusting power brakes, Power-Lift push-button windows and air-conditioning are all available on the Compact 1960 Ambassador.

### You'll be seeing more Ambassadors

There's every indication that Ambassador will sweep the medium-priced "Luxury Car" field, just as its Compact stablemates, the Rambler, has taken over the low-priced field. You just have to speak to an Ambassador owner to see why. Better still drop into some American Motors Dealer and drive an Ambassador. It will change your whole outlook on "luxury cars".

But after menopause, a woman is as likely to fall victim as her husband.

Probably the female hormone has a special fat-carrying job to do during pregnancy and nursing. Injections of the hormone have successfully lowered cholesterol levels, but most men would rather take a chance on their arteries than submit to the hormone's feminizing influence.

A World Health Organization study group on artery disease, though skeptical about the role of stress, admits that heart attacks seem to be more common among certain occupational and social groups. A San Francisco survey compared 83 hard-driving executives with 83 of their less aggressive colleagues. Diet and standard of living were about the same for both groups.

The aggressive business men scored higher cholesterol levels, faster blood-clotting time, and six to eight times as much heart disease. Dr. Page, on the other hand, minimizes the role of stress in heart attacks and adds that anyway it would be hard to reduce today's stressful living, "children and Russians being what they are."

These are the major suspects—cholesterol, heredity, hormones, lack of exercise and stress; plus the fact that artery disease may go hand-in-hand with peptic ulcers, high blood pressure, diabetes, a low thyroid condition and some kidney diseases. They add up to a complex and perplexing disease, and a breakthrough on any front is medical news.

In the 1920's, an American surgeon, Dr. Joseph Goldberger, found a cure for "pellagra", a disease common to warm climates and undernourished peoples, which slowly shrivels its victims to wasted, mindless mummies. Dr. Goldberger corrected the pellagra deficiency with what he called the P.P. factor—later identified as nicotinic acid, a member of the B vitamin family. Other doctors began using it to treat such other mental disturbances as migraine, hypertension and schizophrenia.

Dr. Abram Hoffer, director of psychiatric research in the Saskatchewan University Hospital, was the first researcher to use nicotinic acid in much larger than the vitamin dose of 50 or 100 milligrams in treatment of schizophrenic patients. In the same hospital, Dr. Altschul was searching for a safe, cheap chemical that would increase oxidation in the body (part of our normal respiratory function), and might therefore oxidize or eliminate the filter-clogging cholesterol. Nicotinic acid not only answered the requirements, but Hoffer's work had proven it harmless in quantities up to 10 grams a day.

In study after study, using healthy and sick volunteers, the same down-graph of cholesterol levels appeared. Supporting studies in the Saskatchewan mental hospital at North Battleford, under the direction of senior specialist, Dr. P. O.



O'Reilly, confirmed that nicotinic acid lowered cholesterol, that its lowering action is proportionate to the level of blood cholesterol, and that it also has a normalizing effect—in other words, it will raise a sub-normal cholesterol level.

When hardening of the arteries reaches the brain it causes loss of memory, confusion and emotional instability. Many of Dr. O'Reilly's patients were cerebral-arteriosclerotics. He found that nicotinic acid, if given early enough, relieved their confusion and psychotic symptoms just as it restores the sick minds of pellagra victims.

Other methods such as plant sterols, hormones, iodide, and safflower oil, have been used to reduce cholesterol—some with limited success, some impractical for general use. Dr. Altschul, himself, has reduced cholesterol by oxygen inhalation and by ultra-violet irradiation. But nicotinic acid has scored a straight "A" under examination by scientists in Canada, Austria, Germany, Mexico, Argentina, Italy and many American clinics since Altschul's first published results in 1955.

From Harvard University, Oscar W. Portman and Frederick J. Stare write: "Nicotinic acid appears to be one of the most uniformly active hypocholesteremic agents yet studied." Mayo Clinic researchers, Parsons and Flinn, call it "an effective and apparently safe method." Another Mayo Clinic study reports: "Niacin has several practical advantages in that the drug is inexpensive, is simple to administer, and does not require alterations in the patient's dietary habits. However, the safety of such long-term use of niacin must be established before this form of therapy can be regarded as other than an investigational procedure."

From Buenos Aires, De Soldati and his co-workers report "clear improvement" in patients with the agonizing heart disease, angina pectoris, after treatment with nicotinic acid. Approval has come from the Council on Drugs of the American Medical Association. And others: "an acceptable clinical drug", "impressive regularity of decrease", "excellent response", "dramatic"!

The W.H.O. study predicted that no single approach will find one undisputable cause of hardening of the arteries, and that our best hope lies in a many-sided research attack in many countries widely differing in their way of life and in the incidence of heart disease. Canada has already become a world leader in some heart studies, notably in "hypothermia", the science of cooling the human body to make operations safer. Now, from a western Canadian medical school, has come the most effective cholesterol-reducing agent yet known—the tool that may control hardening of the arteries in much the same way that diabetes has been brought under control.

# BOND WELDONMERE

---

*Travelling won't help*

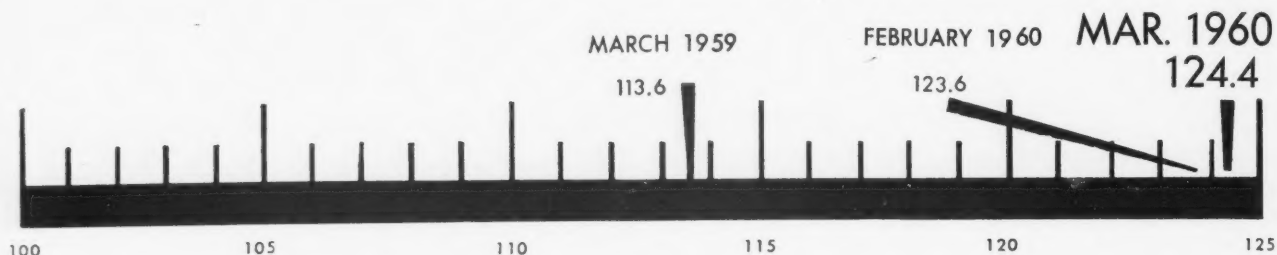
---

Indeed not. Go where you will but you won't unearth a Bond like Weldonmere. First class. In fact, luxurious. Has sparkling brightness, snap and rigidity. Distinguished watermark, too. Weldonmere Bond and your typewriter were made for each other.

**PROVINCIAL PAPER, LIMITED**

Printing Papers of Proven Performance  
Toronto • Montreal • Winnipeg





Indicator Table	Unit	Latest Month	Previous Month	Year Ago
Index of Industrial Production (Seasonally Adjusted)	1949 = 100	169.0	165.5	156.8
Index of Manufacturing Production (Seasonally Adjusted)	1949 = 100	150.7	147.5	142.2
Retail Trade	\$ millions	1,322	1,429	1,295
Total Labor Income (Seasonally Adjusted)	\$ millions	1,500	1,512	1,398
Consumer Price Index	1949 = 100	127.5	127.9	126.1
Wholesale Price Index of Industrial Raw Materials	1935-39 = 100	244.0	241.9	231.8
Manufacturers' Inventories, Held and Owned	\$ millions	4,389	4,342	4,358
New Orders in Manufacturing	\$ millions	1,942	1,940	1,722
Steel Ingot Production	'000 tons	563	540	456
Cheques Cashied, 52 Centres	\$ millions	24,496	22,622	21,800
Total Construction Awards (Hugh C. MacLean Building Reports)	\$ millions	214	215	229
Hours Worked in Manufacturing	per week	40.9	41.3	40.9
Index of Common Stock Prices	1935-39 = 100	259.2	261.5	266.0
Imports	\$ millions	451.1	489.6	425.5
Exports	\$ millions	486.6	419.0	449.7

Most latest month figures are preliminary ones.

THE UPWARD MARCH of our economy in recent months has not been as fast as most of us have hoped for. Maybe we got a little overimpressed when, toward the end of 1959, the economy moved off the plateau on which it had stayed much of the year. It started a fairly swift climb at that time. Mind you, we had been going all 1959 at a pretty good level—it's our best year yet—but there was no heart in the supposed boom taking place. Then, late last year, the boom gathered strength.

Now, several months later, that strength is fading again. However—and we should get this straight—there is no big recession in sight as yet. This year will be better than last but the soaring sixties are obviously not getting underway these months. Most of our important economic indicators are still moving up and are likely to do so for some time. But the chances for a breakaway rise are slim.

In another month or two the picture will be clearer. By that time the forecast

of capital investments for 1960 will have been published. It's due sometime this month and may have been announced by the time this is being read. By that time, too, we will have some sales and production figures for 1960. Most of our figures now are still back in 1959. We'll know for sure this spring whether this latest boom will continue to drag its feet or move at a more spirited pace.

It is interesting to speculate about what might be happening. Maybe we have removed much of the boom and bust aspects from our economy. What with built-in stabilizers, monetary and fiscal controls, etc. we may have sawed off the jagged edges of our economic development. In our last recession we did not drop too steeply and we have already passed old highs by quite a few per cent. Currently, we do have some undesirable aspects to our economy, such as too much unemployment according to old standards of measurement, but is it better to have things this way than to have a succession

of fat purses followed by really long winding queues of jobless?

We can't be sure that we are stabilizing our development. That's a vast and little understood subject which needs a lot of probing and thinking about before one could hazard a worthwhile opinion.

Basically, what is happening to the economy today is shown by the general index of industrial production, seasonally adjusted. This now stands ten points above the previous high, which we passed again on the way up about a year ago. The gain is six per cent. There was some spirited jumping late last year but this was not sustained, although the direction of the index is still the same—up.

It's actually a good-looking economy when you take everything into account, but there is no gleam in its eye. And this could mean a less exciting future ahead than otherwise might be.

—by Maurice Hecht

(Saturday Night's Business Index is a compilation of statistical factors bearing, generally, on Canada's gross national product. It is designed to reflect pace of economic activity. The base 100 is drawn from 1955 data.)





## a 10 minute meeting?...

Sounds incredible. Certainly it took the office help by surprise but facts are facts—the BIG meeting lasted just ten minutes!

They'd been pointing to this meeting for weeks... the hair-down fight when they'd decide who was going to get *the* contract. But what an anti-climax when all members came to the battleground with the same company in mind.

It's happened! And it will happen again... as more and more decision-making executives discover that the Canada Iron Group of 11 companies has the instinctive reliability that guarantees a job well done.

**THE CANADA IRON GROUP**—an entirely Canadian family of manufacturing and distributing companies with sales offices, warehouses and 19 plants in major Canadian centres from coast to coast.

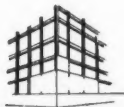


# Canada Iron

foundries, limited

HEAD OFFICE: 921 SUN LIFE BUILDING, MONTREAL, QUE.

- CANADA IRON FOUNDRIES, LIMITED
- DOMINION STRUCTURAL STEEL LIMITED
- C. W. CARRY LTD.
- CALGARY STRUCTURAL STEEL LTD.
- WESTERN BRIDGE AND STEEL FABRICATORS LTD.
- PRESSURE PIPE LIMITED
- TAMPER LIMITED
- RAILWAY & POWER ENGINEERING CORPORATION, LIMITED
- PAPER MACHINERY LIMITED
- PAPER MILL EQUIPMENT LIMITED
- C. M. LOVSTED & COMPANY (CANADA) LIMITED



STRUCTURAL STEEL



MACHINERY



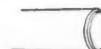
ELECTRIC MOTORS



TRACK MAINTENANCE EQUIPMENT



CAST IRON PIPE



CONCRETE PRESSURE PIPE



"...but  
you can  
always  
depend  
on  
**THE  
EMPLOYERS"**



FIRE, CASUALTY & AUTOMOBILE INSURANCE

QUEBEC • MONTREAL • OTTAWA • TORONTO  
HAMILTON • LONDON • WINDSOR • SUDBURY  
WINNIPEG • CALGARY • EDMONTON • VANCOUVER

## Insurance

by William Sclater

### Danger Point

*I am 50 years old and recently married to a widow about my own age. We are comfortably off and my home is free of debt. I have little insurance and we have no children to consider. But I am concerned about the chance of a long and costly illness and all that could imply since it might cripple my earning power if such a thing should happen. How would you advise me?—A.L., Vancouver.*

To meet the problem that concerns you most I would suggest you make enquiry of any of the large insurance concerns in Canada selling Major Medical coverage. This is really disaster insurance in the eventuality you envisage. It would give you adequate protection for all your needs there and is readily available at your age.

But I would also suggest two other things you should do. I would suggest you take out some life insurance, by outright purchase if possible. Death is often followed by costs, particularly if there has been a long period of illness. The other thing I would suggest you do is to take out a Last Survivor Dominion Government annuity. Start paying on it now. In ten or 15 years time when you want to retire it can be paying off. It is also an excellent safeguard.

### Liquor and Autos

*What is the score about traffic fatalities and the proportion of deaths due to liquor. Have you any figures?—J.D., London.*

Liquor and vehicles definitely do not mix. There were 802 deaths from motor vehicle accidents in Ontario in the first nine months of 1959 against 794 for the same period in the previous year. There were marked percentage changes in the nine age groups from birth to 65. There were 23.6% less deaths in the 55-64 age group but a 36% increase in deaths of elementary school children. Fatalities in the 15-19 group rose 48.3% in this period also. Of the 89 youth deaths 32 were drivers, 41 were passengers and the others were cyclists or pedestrians.

There were three major types of accidents responsible. 25 died in collisions with other autos. 23 died in collision with fixed objects such as trees. 28 died when

their autos simply ran off the road at high speeds and they lost control. Excessive speed, inattention of the driver, drinking and selfish and foolish acts were held largely responsible.

The Attorney-General says 50% of the 4,106 persons serving time in Ontario jails were there because of liquor offences and Ontario juries spend 90% of their trial time hearing motor vehicle action cases. A recent New York city survey is also revealing. Victims of fatal auto accidents tested for drunkenness showed the 53% of drivers and 33% of pedestrians killed in New York city last year were under the influence of alcohol.

### For Abstainers

*Have we any automobile insurance strictly for abstainers?—F., Dundas.*

Yes, they're insured too. There is an Abstainers' Insurance Company in Ontario.

### Driving Other Cars

*When I drive someone else's car in an emergency, such as getting home when my own car breaks down, how do I stand on insurance? I am insured with a tariff company which has comprehensive and \$100,000 inclusive limits for public liability and property damage.—J.M., Toronto.*

While you personally are protected by your own insurance policy in such an emergency, it would be for any excess beyond the policy covering the particular private car you were driving as long as you were not driving it for business purposes. Incidentally, some companies whose personnel may use another auto for business while visiting another city, take out non-owned auto liability coverage.

### Anticipated Profits

*With stocks of goods for sale on hand I am wondering what is the best way to protect the profits I am counting on to redeem my capital position against loss. What would you recommend? Is there some kind of business interruption insurance that would cover this contingency?—R.M., Montreal.*

Business Interruption insurance covers goods only in process of manufacture.



When they are completed they pass beyond the scope of that coverage. Ordinary fire and property insurance is not much use to you since recovery for loss would reimburse you for replacement cost and on that basis there is no allowance for any anticipated profits. You need the ordinary fire and property coverages to cover you against the basic loss but to protect your anticipated profits what you require is a Profits and Commissions floater, usually written as an endorsement to the standard fire or other applicable policies. Consult a fire and casualty underwriter.

## Annuity Rates

*You did not know of any publication giving annuity rates of Canadian and American companies. May I advise that these are available in "Life Insurance and Annuities from the Buyer's Point of View" by William J. Matteson and E. C. Harwood and published by the American Institute for Economic Research, Great Barrington, Mass. at a cost of \$1 yearly.—J. D., Toronto.*

Thank you.

## Gravestone Care

*When my husband died we lived in British Columbia. I purchased a headstone and had it erected to mark his grave. Since then I have come back home to Nova Scotia but I hear reports of gravestones being knocked over and in some cases even stolen. Is there any kind of insurance I can take out to protect the stone there since I am no longer able to visit it regularly?—A.M., Halifax, N.S.*

What you require is insurance that will protect the headstone against loss by theft or attempted theft and against vandalism or malicious mischief. There may also be a liability on the part of the caretakers or operators of a particular burial ground in such circumstances.

I believe that coverage such as you require may be written as a standard endorsement to a burglary special coverage policy. This is no guarantee of notification of such vandalism or theft since that is not the business of the insurers. You would have to arrange some kind of inspection out there to ensure the stone was in place and in good condition but the policy would reimburse you and replace the stone in the circumstances described.

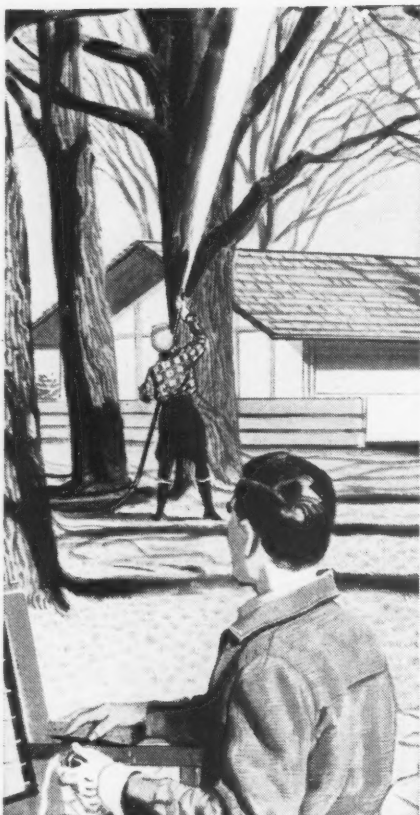
May I suggest you have at least three good photo prints of the grave, showing the stone in good detail. One you will always have to keep and the others could be used in the event a claim was made. Probably you already have one but if not I would recommend it.



Good judgement comes  
with experience... and  
Johnnie Walker Scotch  
proves your judgement



Born 1820 - still going strong



## First—have your lovely trees sprayed ...by Davey

Before you even start to clean up your outdoor living room this spring—protect your precious trees! Spray!

Right now, before the leaf buds burst, good spraying can protect your trees from the ravages of scale insects. If Dutch Elm disease is in your area, spraying right now—before the buds burst—is most important. When you're basking in the lush, full foliage of summer shade, you'll be glad you had Davey tree care early. So many ailments can be avoided if treated in time by experts trained the Davey way.

No better time than right now to have Davey give your trees an early spring- tonic treatment: feeding, pruning, and spraying.

Start your happy summer memories now with Davey t.l.c., tree-loving care—look up DAVEY TREE SERVICE in your phone book or write

### DAVEY TREE EXPERT CO.

OF CANADA, LTD., 10 Jethro Road,  
Downsview P. O., Ontario  
CHerry 1-7191  
70 Carling Street  
London • GE 9-6271  
MARTIN L. DAVEY, Jr.  
President

THE OLDEST AND LARGEST TREE  
SAVING SERVICE IN THE WORLD

DAVEY  
TREE EXPERT CO.



## Gold & Dross

### Asbestos Corp

*I would be interested in your comments on the future and current prospects of the asbestos industry in general and of Asbestos Corporation in particular.—G.T., Toronto.*

The asbestos industry in Canada is considered to have good long-term but rather bleak short-term prospects. Some plants have suspended operations because of winter shipping difficulties, a lag in orders and high inventories at some producers. World consumption has failed to keep pace with the increased productive capacity of the industry in Canada as a result of new plants brought into operation the last couple of years.

The industry did better in 1959 than in 1958 and prospects for the current year are on a par with 1959.

Asbestos Corp. is a strong unit. A miner and miller of asbestos fibre, it became the world's largest independent producer with the commencement of operations at its Normandie mine. Its King-Beaver mine is idle for a few weeks as result of closing of the St. Lawrence Seaway for the winter.

The company can be expected to be a substantial beneficiary of any overall improvement in the industry as a result of a more rapid tempo of building, and of new applications for asbestos.

### Making a Will

*It is about time I made a will and I am a little dubious as to how to go about it. Some of my family have done a lot more for me than others and I want to leave them a little extra. Could this be done without showing on the will? It was brought to my attention that I could have funds now in my name changed and put in one of their names and distributed when the time came.—D.R., Winnipeg.*

We know of no way property can be passed on to another, either posthumously or otherwise, without revealing the identity of the donor. There are, however, some ways in which the situation might be handled but a legal adviser or trust company which would draw the will is the best source of these suggestions. He or it could study the problems in the light of your circumstances and of local conditions.

One thing which occurs to us as having

merit, providing you are insurable, is to maintain life-insurance policies made payable to specified beneficiaries rather than to your estate.

Succession duties taxes are a consideration in any will and for this reason it is as difficult to advise you as it would be for a doctor to prescribe for you by mail.

### Bouzan Mines

*I would like to read whatever opinion you may express regarding Bouzan, which is listed on the Toronto Stock Exchange.—C.D., Toronto.*

Controlled by Noranda, Bouzan Mines is a prospect in the Chibougamau copper country. It is being subjected to work which will provide detailed information about indications which the company obtained in a drill test a few years ago. It is paying the adjoining Copper Rand Chibougamau Mines for exploration within the Bouzan boundary (on the 1,000 and 1,300 horizons) of the shear in which Copper Rand has developed its main copper orebodies.

Copper Rand has, on its own side of the line, pushed its main east drifts in the zone on the two horizons to within a short distance of the boundary, with copper values continuing.

Favorable results of the exploration could lead to an arrangement with Copper Rand to mine and mill the ore. The program initially involves about 1,100 feet of drifting, and about 13,000 feet of drilling.

Since the Bouzan property is well located interest could attach to this latest program.

### The Long Haul

*Our one-year old son has received a gift from a grandparent and I would appreciate your opinion as to which of the following investments would be the wisest, having in mind that it will be held until majority: Dominion of Canada bonds, Hollinger Consolidated or Falconbridge Nickel.—E.J., Timmins*

You are asking whether you should buy a debt or equity securities. Debt securities are best to hold in time of deflation, equities in time of inflation. The latter has dominated the postwar world and has led to considerable apprehension being



expressed by the creditor class—life insurance companies and other financial institutions—as to the effect on the economy. Governments likewise have exhibited concern notwithstanding being beneficiaries of inflation, the effect of which is to enable them to pay off their debts in depreciated currencies.

While the forces of inflation now seem to be partially stemmed, there may be other good reasons for considering equities. Our basic industries appear to have room for growth.

Hollinger's possibilities are largely attached to the future of the U.S. steel industry through iron ore, while its gold mine is not to be ignored. Falconbridge is a small unit in the nickel industry by comparison with the giant International Nickel but enjoys aggressive management and would seem to have an assured future.

Many buyers would, however, prefer International because of its dominance of the industry and because its stock is widely distributed and is traded in several important markets, including New York. Falconbridge on the other hand is a subsidiary of Ventures and its market is not as representative as it would be if stock distribution were greater.

It is interesting to note you are thinking of equities of resource industries. These would gain from inflation since they own untapped stores of raw materials in the ground, which should grow in value. The leverage of resource industries in the event of inflation is a subject to which investment students do not seem to have paid too much attention.

## Petrofina

*Would you advise if any changes are forthcoming in the senior executive personnel of Canadian Petrofina which would give stockholders any hope of improved earnings?—J.J., Montreal.*

Even if one knew of impending changes in executive personnel of Canadian Petrofina, it probably would not provide any reasonable basis for projecting an improvement in the company's fortunes. No individual executive or group is likely decisively to affect the operating results of an industry as highly integrated and organized as petroleum.

The myth of the superman in industry began up prior to the first world war when boys were reading and believing Horatio Alger and when tycoons who got their feet in the trough first, saw their shadows expand out of all proportion to their abilities. Today's industry is increasingly the creature of outside consultants, whose recommendations management finances and implements through salaried specialists.

There is no industry in which the com-

...hearing a lot about  
**MUTUAL FUNDS**  
lately?

•  
We have prepared a  
brief and simply  
written description  
about one of the best-

**CORPORATE  
INVESTORS**

Ask your Investment  
Dealer or write

**TROJAN SECURITIES  
LIMITED**  
67 YONGE ST., TORONTO  
EMpire 4-1381

SN



**Purchasers  
and  
Distributors  
of  
Government,  
Municipal  
and  
Corporation  
Securities**

•  
**A. E. Ames & Co.  
Limited**

*Business Established 1889*

TORONTO MONTREAL NEW YORK  
LONDON, ENG. VANCOUVER VICTORIA  
WINNIPEG CALGARY LONDON

## HIS SPECIALIZED EXPERIENCE IN Estate Management IS AT YOUR SERVICE

A Canada Permanent Trust Officer has made a career of settling and managing estates like yours. He appreciates the position of your beneficiaries; he understands the problems an executor must meet. And he can bring the priceless benefits of *experience* to bear on managing your estate as you want it to be.

*You and your lawyer are invited to consult  
with a Canada Permanent Trust Officer  
about your estate management plans.*

**Canada Permanent**

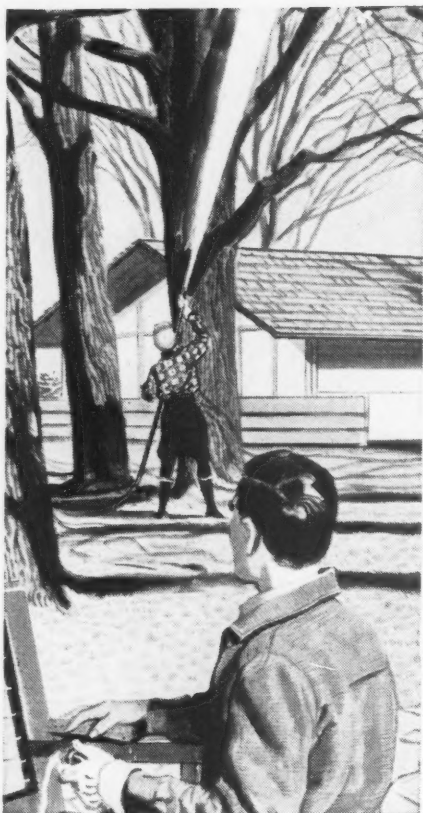
Established 1855

**TRUST SERVICES, SAVINGS, MORTGAGE LOANS**

HEAD OFFICE: 320 Bay Street, Toronto, Ontario

BRANCHES: HALIFAX SAINT JOHN MONTREAL PORT HOPE HAMILTON BRANTFORD  
WOODSTOCK WINNIPEG REGINA EDMONTON VANCOUVER VICTORIA

59-32



## First—have your lovely trees sprayed ...by Davey

Before you even start to clean up your outdoor living room this spring—protect your precious trees! Spray!

Right now, before the leaf buds burst, good spraying can protect your trees from the ravages of scale insects. If Dutch Elm disease is in your area, spraying right now—before the buds burst—is most important. When you're basking in the lush, full foliage of summer shade, you'll be glad you had Davey tree care *early*. So many ailments can be avoided if treated in time by experts trained the Davey way.

No better time than right now to have Davey give your trees an early spring- tonic treatment: feeding, pruning, and spraying.

Start your happy summer memories now with Davey t.l.c., tree-loving care—look up DAVEY TREE SERVICE in your phone book or write

### DAVEY TREE EXPERT CO.

OF CANADA, LTD., 10 Jethro Road,

Downsview P. O., Ontario

CHerry 1-7191

70 Carling Street

London • GE 9-6271

MARTIN L. DAVEY, Jr.  
President

THE OLDEST AND LARGEST TREE  
SAVING SERVICE IN THE WORLD

DAVEY  
TREE EXPERT CO.



## Gold & Dross

### Asbestos Corp

*I would be interested in your comments on the future and current prospects of the asbestos industry in general and of Asbestos Corporation in particular.—G.T., Toronto.*

The asbestos industry in Canada is considered to have good long-term but rather bleak short-term prospects. Some plants have suspended operations because of winter shipping difficulties, a lag in orders and high inventories at some producers. World consumption has failed to keep pace with the increased productive capacity of the industry in Canada as a result of new plants brought into operation the last couple of years.

The industry did better in 1959 than in 1958 and prospects for the current year are on a par with 1959.

Asbestos Corp. is a strong unit. A miner and miller of asbestos fibre, it became the world's largest independent producer with the commencement of operations at its Normandie mine. Its King-Beaver mine is idle for a few weeks as result of closing of the St. Lawrence Seaway for the winter.

The company can be expected to be a substantial beneficiary of any overall improvement in the industry as a result of a more rapid tempo of building, and of new applications for asbestos.

### Making a Will

*It is about time I made a will and I am a little dubious as to how to go about it. Some of my family have done a lot more for me than others and I want to leave them a little extra. Could this be done without showing on the will? It was brought to my attention that I could have funds now in my name changed and put in one of their names and distributed when the time came.—D.R., Winnipeg.*

We know of no way property can be passed on to another, either posthumously or otherwise, without revealing the identity of the donor. There are, however, some ways in which the situation might be handled but a legal adviser or trust company which would draw the will is the best source of these suggestions. He or it could study the problems in the light of your circumstances and of local conditions.

One thing which occurs to us as having

merit, providing you are insurable, is to maintain life-insurance policies made payable to specified beneficiaries rather than to your estate.

Succession duties taxes are a consideration in any will and for this reason it is as difficult to advise you as it would be for a doctor to prescribe for you by mail.

### Bouzan Mines

*I would like to read whatever opinion you may express regarding Bouzan, which is listed on the Toronto Stock Exchange.—C.D., Toronto.*

Controlled by Noranda, Bouzan Mines is a prospect in the Chibougamau copper country. It is being subjected to work which will provide detailed information about indications which the company obtained in a drill test a few years ago. It is paying the adjoining Copper Rand Chibougamau Mines for exploration within the Bouzan boundary (on the 1,000 and 1,300 horizons) of the shear in which Copper Rand has developed its main copper orebodies.

Copper Rand has, on its own side of the line, pushed its main east drifts in the zone on the two horizons to within a short distance of the boundary, with copper values continuing.

Favorable results of the exploration could lead to an arrangement with Copper Rand to mine and mill the ore. The program initially involves about 1,100 feet of drifting, and about 13,000 feet of drilling.

Since the Bouzan property is well located interest could attach to this latest program.

### The Long Haul

*Our one-year old son has received a gift from a grandparent and I would appreciate your opinion as to which of the following investments would be the wisest, having in mind that it will be held until majority: Dominion of Canada bonds, Hollinger Consolidated or Falconbridge Nickel.—E.J., Timmins*

You are asking whether you should buy a debt or equity securities. Debt securities are best to hold in time of deflation, equities in time of inflation. The latter has dominated the postwar world and has led to considerable apprehension being



expressed by the creditor class—life insurance companies and other financial institutions—as to the effect on the economy. Governments likewise have exhibited concern notwithstanding being beneficiaries of inflation, the effect of which is to enable them to pay off their debts in depreciated currencies.

While the forces of inflation now seem to be partially stemmed, there may be other good reasons for considering equities. Our basic industries appear to have room for growth.

Hollinger's possibilities are largely attached to the future of the U.S. steel industry through iron ore, while its gold mine is not to be ignored. Falconbridge is a small unit in the nickel industry by comparison with the giant International Nickel but enjoys aggressive management and would seem to have an assured future.

Many buyers would, however, prefer International because of its dominance of the industry and because its stock is widely distributed and is traded in several important markets, including New York. Falconbridge on the other hand is a subsidiary of Ventures and its market is not as representative as it would be if stock distribution were greater.

It is interesting to note you are thinking of equities of resource industries. These would gain from inflation since they own untapped stores of raw materials in the ground, which should grow in value. The leverage of resource industries in the event of inflation is a subject to which investment students do not seem to have paid too much attention.

## Petrofina

*Would you advise if any changes are forthcoming in the senior executive personnel of Canadian Petrofina which would give stockholders any hope of improved earnings?—J.J., Montreal.*

Even if one knew of impending changes in executive personnel of Canadian Petrofina, it probably would not provide any reasonable basis for projecting an improvement in the company's fortunes. No individual executive or group is likely decisively to affect the operating results of an industry as highly integrated and organized as petroleum.

The myth of the superman in industry sprang up prior to the first world war when boys were reading and believing Horatio Alger and when tycoons who got their feet in the trough first, saw their shadows expand out of all proportion to their abilities. Today's industry is increasingly the creature of outside consultants, whose recommendations management finances and implements through salaried specialists.

There is no industry in which the com-

...hearing a lot about  
**MUTUAL FUNDS**  
lately?

•  
We have prepared a  
brief and simply  
written description  
about one of the best-

**CORPORATE  
INVESTORS**

Ask your Investment  
Dealer or write

**TROJAN SECURITIES  
LIMITED**  
67 YONGE ST., TORONTO  
Empire 4-1381

SN



**Purchasers  
and  
Distributors  
of  
Government,  
Municipal  
and  
Corporation  
Securities**

•  
**A. E. Ames & Co.  
Limited**

*Business Established 1889*

TORONTO	MONTREAL	NEW YORK
LONDON, ENG.	VANCOUVER	VICTORIA
WINNIPEG	CALGARY	LONDON

## HIS SPECIALIZED EXPERIENCE IN Estate Management IS AT YOUR SERVICE

A Canada Permanent Trust Officer has made a career of settling and managing estates like yours. He appreciates the position of your beneficiaries; he understands the problems an executor must meet. And he can bring the priceless benefits of *experience* to bear on managing your estate as *you* want it to be.

*You and your lawyer are invited to consult  
with a Canada Permanent Trust Officer  
about your estate management plans.*

## Canada Permanent

Established 1855

**TRUST SERVICES, SAVINGS, MORTGAGE LOANS**

HEAD OFFICE: 320 Bay Street, Toronto, Ontario

BRANCHES: HALIFAX SAINT JOHN MONTREAL PORT HOPE HAMILTON BRANTFORD  
WOODSTOCK WINNIPEG REGINA EDMONTON VANCOUVER VICTORIA

59-32

**NOW! 5 FABULOUS SEA VACATIONS FOR  
EVERY TIMETABLE . . . EVERY BUDGET!**

# MATSON'S VANCOUVER 5 STAR SPECIAL SAILINGS



## SS MARIPOSA

All First Class • Completely Air-Conditioned • Gyrofin-Stabilized

### 1 SAN FRANCISCO - SOUTH SEAS - VANCOUVER • SAILS AUGUST 14

**42 DAYS** • Visit fabled Ports of Paradise: Tahiti, New Zealand, Australia, Fiji, Pago Pago, Hawaii, with a refreshing sea vacation between adventures ashore. Your voyage begins in San Francisco, ends in Vancouver.

**CALIFORNIA SIGHTSEEING**—Arrive San Francisco before sailing, choose from 3 optional sightseeing tours.

### 2 VANCOUVER - CALIFORNIA - SOUTH SEAS • RETURN TO SAN FRANCISCO SAILS SEPTEMBER 26 — 43-45 DAYS

Extra days, no extra fare. Board in Vancouver, voyage south to San Francisco. Join a California tour and reboard in San Francisco or Los Angeles. Continue on to Tahiti, New Zealand, Australia, Fiji, Pago Pago, Hawaii and return to San Francisco.

### 3 AIR-SEA: AUSTRALIA - SOUTH SEAS - VANCOUVER • 26 DAYS

Fly to Australia; sightsee "down under" for a week (or as long as you wish); join the MARIPOSA on Sept. 7 and visit New Zealand, Fiji, Pago Pago, Hawaii and return to Vancouver.

### 4 AIR-SEA: HAWAII - VANCOUVER 12 DAYS • Fly to your Hawaiian vacation; spend a week (or longer), then board the MARIPOSA for 5 days, 6 nights of resort living all the way to Vancouver . . . games, entertainment, parties and complete relaxation.

### 5 VANCOUVER TO SAN FRANCISCO SAILS SEPTEMBER 26 • 2 DAYS

A complete sea vacation aboard the all First-Class, completely air-conditioned MARIPOSA . . . cruise the Pacific Coast to California; join a tour listed below. Accommodations limited and subject to confirmation 90 days prior to sailing on availability basis.

Choose from 4 exciting California tours (optional at extra cost), 3 and 5 days.  
1. San Francisco—Yosemite—Los Angeles.  
2. San Francisco—Monterey—Santa Barbara—Los Angeles. 3. San Francisco—Los Angeles—Tijuana. 4. San Francisco—Lake Tahoe—Reno.

See your travel agent, or use the coupon below



MATSON NAVIGATION COMPANY  
1047 Alberni St., Vancouver, B. C. SN

Please rush complete details on:

- ☐ 1. San Francisco . . . South Seas . . . Vancouver.  
☐ 2. Vancouver . . . California . . . South Seas . . . San Francisco. ☐ 3. Air-Sea: Australia . . . South Seas . . . Vancouver. ☐ 4. Air-Sea: Honolulu . . . Vancouver. ☐ 5. Vancouver to San Francisco.

I'm interested in California tour number \_\_\_\_\_

Remarks \_\_\_\_\_

My name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ Province \_\_\_\_\_

petition to hire good men is keener than in petroleum. The general level of efficiency of Canadian Petrofina executives acceptable to the parent Petrofina organization should be on a par with the industry average.

These comments do not preclude the general possibility of an organization becoming moribund through outmoded management. Petrofina would, however, seem to reflect a belated entry into a highly competitive business rather than an unawareness of how to grasp opportunity.

## Rexspar

*Could I ask you for some information on Rexspar Minerals and Chemicals Limited?*  
—C.R., Montague, P.E.I.

Rexspar has been engaged in exploration of a fluorspar property in British Columbia upon which uranium values have been reported.

The company claims that in its opinion it "has a contract with Eldorado Mining & Refining for the sale of uranium-bearing concentrates to a total actual value of \$21,581,812." It estimates cost of bringing the property to production as \$5,200,000.

Eldorado officials have reportedly declared the contract is considered null and void. In a general announcement regarding stretch out of uranium deliveries under contracts, Eldorado said: "All uranium derived under the new arrangements must be derived from mining claims or properties which are specifically referred to in the existing special price contracts under which deliveries have been made to Eldorado."

Rexspar has reportedly made no deliveries.

## Pitch-Ore

*Will you kindly advise me why Pitch-Ore is not moving on the market and what its prospects are?*—E.G., Capreol, Ont.

The lack of action in Pitch-Ore reflects the status of its prospecting activities, which have so far failed to produce success. The company was formed on the Martin Lake group of claims in the Beaverlodge area of Saskatchewan, which was subsequently leased to an independent operator. Pitch-Ore was active in other areas in 1959, exploring a group of claims in the Rouyn-Noranda area and optioning ground at Lake Nipigon.

There is nothing to distinguish the company from scores of other mining hopefuls, the key to whose future lies under the rocks of the Precambrian shield.



## In Brief

When can Steep Rock shareholders expect dividends?—E.C., Halifax.

Would not look for anything for at least a year.

Is Mastodon Zinc still in the Manitou-Barvue group?—S.K., Toronto.

Has been acquired by Highland Bell, which plans to put it back into production.

What are the possibilities of West Malartic Mines?—G.W., Hamilton.

Remote; has inactive claims groups in several areas.

What are Cochenour-Willans ore reserves?—R.V., Windsor.

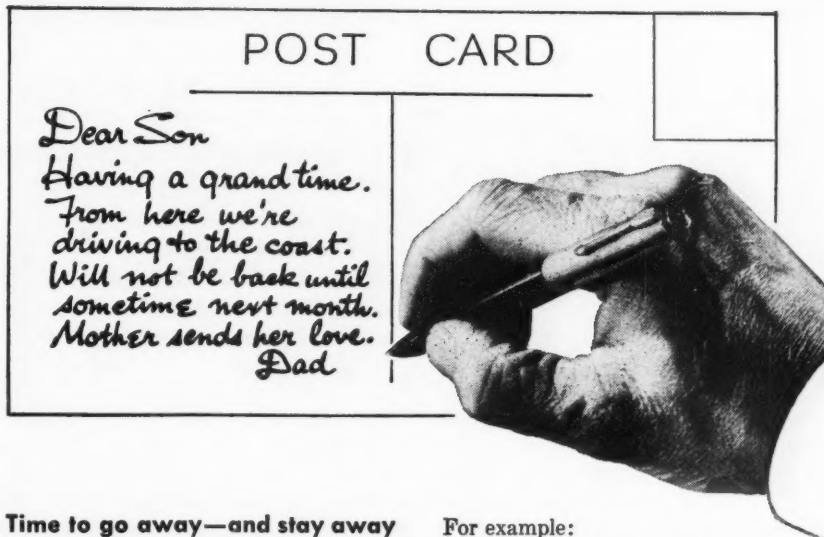
Cochenour formation does not permit an estimate but it is still a shallow mine, with depth possibilities yet to be determined.

Do you think Aumaque will have any luck drilling ground near the new Lamaque show?—L.T., Peterborough.

Pay your money and take your choice.

Where's Atlantic Coast Copper obtaining its money for production purposes?—J.S., Halifax.

Newfoundland government is guaranteeing company's bonds.



**Time to go away—and stay away for as long as we feel like it. That's what retirement holds out for most of us.**

The big question, of course, is—

Will you have the means? In other words, if you keep up your present rate of saving, will you have financial independence on retirement?

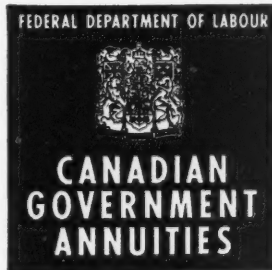
If the answer is "no", you might look into the excellent Retirement Savings Plans provided by Canadian Government Annuities.

For example:

Supposing you are a man of 28 and wish to secure an Annuity of \$100 per month, commencing at 65 and continuing as long as you live. Your monthly premium would be only \$14.90.

**AND YOUR PREMIUMS ARE DEDUCTIBLE FOR INCOME TAX PURPOSES WITHIN CERTAIN LIMITS.**

This is only one example of a government annuity. You can purchase plans that start at 50, 60 and 65. What's more there is no medical examination . . . and the annuity can't lapse . . .



Mail this coupon for detailed information

To: Director, Canadian Government Annuities, Department of Labour, Ottawa, (Postage Free) 95N  
Please send me complete information on Canadian Government Annuities.  
My Name is..... (Mr. Mrs. Miss)  
I live at..... Date of Birth.....  
Age when annuity to start..... Telephone.....  
I understand that information given will be strictly confidential.

**Inquire about  
THE NEW  
GROWTH  
PLAN**

Get free prospectus and 27-year record from any Investment Dealer or Broker or mail this to

**CALVIN BULLOCK  
Ltd.**  
507 PLACE D'ARMES, MONTREAL

### THE CALGARY & EDMONTON CORPORATION LIMITED

Notice is hereby given that a dividend of ten cents per share was declared on the 24th day of February, 1960, payable on the 15th day of April, 1960, to shareholders of record at the close of business on the 15th day of March, 1960.

Notice is also given that because of the change in the Company's financial year end and for reasons of substantial economy in distribution, the Company is paying the annual dividend for its last financial year in one instalment of ten cents, and proposes to continue this practice in future.

BY ORDER OF THE BOARD

R. G. Rennie,  
Secretary

DATED at Calgary, Alberta this 24th day of February, 1960.



Only **GLOBE** Envelopes  
have "Bull Dog" Gumming  
"THEY STICK—BY GUM!"

**Give LIFE...  
Give BLOOD**



CALL YOUR CANADIAN RED CROSS

### THE BELL TELEPHONE COMPANY OF CANADA

#### NOTICE OF 304th DIVIDEND

A quarterly dividend of fifty-five cents per share has been declared payable on the 16th day of April, 1960 to shareholders of record at the close of business on the 15th day of March, 1960.

Montreal,  
Feb. 24,  
1960

S. C. SCADDING,  
Secretary



## Point of View

# Egypt Will Never Attack Israel

by Peter Worthington

*Egypt will never attack Israel . . . if there is a third Arab-Israeli war it will be because Israel starts one . . . tension continues along the Israel border largely because it is Israel that benefits from it . . . and peace might be possible in the Middle East if Israel would let it develop.*

THESE OPINIONS may seem radical. If so it is because few Canadians have a realistic idea of the situation in the Middle East—our thoughts are so clouded with Israeli propaganda that logic flounders in a fog of confusion.

I have been in the Middle East a good deal since the Suez War, and from what I've seen and learned I do not think there is any chance that President Nasser would—or could—attack Israel. I doubt if he will ever be able to.

On the contrary, it is Egypt that is in danger from Israel. And the stronger and healthier Egypt becomes, the greater the possibility that it will be invaded.

Most of the "incidents" and border clashes over the years have been Israeli-provoked. For it is Israel, not the Arabs, that benefits most from the clashes. Few people realize that Israel has been condemned by the United Nations more times than have Arab countries for causing border incidents.

In January, newspaper headlines proclaimed with some hysteria that Nasser was poised to attack Israel. This was complete poppycock—a case of Israel propaganda blinding logic. Arabs were more likely preparing to defend themselves than they were planning to invade.

Consider the facts:

1. Barely a month earlier Nasser had been granted a \$56,000,000 loan from the World Bank for Suez Canal improvement. He had just resumed diplomatic relations with Britain, broken off by the 1956 aggression.

2. He had been told—unofficially—that United States might not be unfavorable towards helping build the Aswan Dam if he asked.

3. The U.S. had been encouraging him to request aid for some of his grandiose and optimistic irrigation programs.

It is quite fantastic to suppose that he would risk all this on a madcap war with Israel—which he couldn't win anyway.

When I saw him just before the New

Year he was buried in economic, industrial and agricultural reports—unusual reading matter for a potential Napoleon. He was, for the first time, concentrating on the internal problems of Egypt rather than looking at distant frontiers to conquer. He confessed his change of reading and told me that he had "learned from experience about fighting".

And anyone who looks at the internal problems of Egypt has to be frightened at what he sees, and can't possibly have expansionist pipe-dreams. The poverty and misery of the country are staggering.

The myth has grown up that Israel is an island in a sea of hate and hostility, and in perpetual danger of annihilation; that the sheer weight of Arab numbers threatens her.

The first part of this is true—Israel is hated. But the latter part is nonsense.

Talk of a vast Arab world overwhelming Israel has no meaning. In fact there is no such thing in a political sense as "an Arab world." No two Arabs seem to agree, much less co-operate, on anything. It's almost traditional for Arabs to squabble and fight among themselves, whether it's over a goat, a wife or a chunk of desert.

The idea of 40,000,000 Arabs teaming up to drive 2,000,000 Jews into the sea is quite ludicrous and impractical. It's like a cow chasing a wolf.

Actually, fighting between Nasser and Kassem of Iraq seems more likely than a full-scale Arab-Israeli conflict.

Again, it has been suggested that 1,000,000 Palestinian refugees could be absorbed if nine Arab countries accepted 100,000 each for re-establishment. This is unrealistic. A Palestinian has nothing in common with an Algerian or Iraqi . . . and Morocco has no responsibility to absorb aliens into its own dreadfully poor economy.

Israel makes a great fuss about the Suez Canal being blocked to Israeli shipping. But until Israel propaganda began making such a lung-loud fuss about the injustice of it, shipping for Israel was, in fact, getting through the waterway. UN and Western diplomats in Cairo tell you that Egypt turned a blind eye to a good deal of canal traffic until Israel advertised it

would send a "test cargo" through, bound for Tel Aviv.

The result was that the *Inge Toft* of Danish registry was seized and impounded by Egypt. Had not Israel insisted on making the ship a symbol, it, and others behind it, would have undoubtedly used the canal without incident.

Much of Israel's support comes from America and abroad. When Israel is presumed to be in danger, financial, psychological and political aid is forthcoming. Anything that rouses world opinion against the Arabs and for the Israelis, helps the roots of the land of Zion be extended.

When pity and sympathy are strong, Israel flourishes.

Put yourself in an Arab's burnoose . . . imagine their apprehensions when Ben Gurion announces that every Jew in the world (12,000,000 of them) is automatically an Israeli citizen, and that he wants them "all to come home."

And when the Israeli national airlines *El Al* gives passengers maps showing Israel's eventual boundaries extending into Arab territory it doesn't make for tranquility in Arab breasts.

Israel's present plans to divert part of the river Jordan doesn't help farmers in Jordan to sleep better either, especially since that trickle of Biblical water is barely sufficient to nourish Jordan's meagre land.

Actually, Israel is like an overgrown Gibraltar. Its citizens are fanatical in their own right, well-armed, proud and determined. No country—least of all an Arab one—is going to drive Israel into the sea.

When Israel accuses Egypt of being armed by Russia, it apparently overlooks the fact that she—Israel—is just as well armed by France and the West.

And though Russia is said to be influencing Arab countries, it is Israel where the Communist party is legal—not in Egypt where Communists are outlawed and persecuted.

We seem to forget, too, that Russia was one of the first backers of Israel against the Arabs, then cautiously supported by Britain.

Personally I do not think there is any blueprint that will bring immediate peace to the Middle East. But I do think that peace is possible. And I think that Nasser wants it more than Ben Gurion does.

ANSWER TO PUZZLER

PACE is 3167.





Another adventure in one of the 87 lands where Canadian Club is "The Best in the House."

## Race of

# "GIANTS!"

**1** "A 500-yard dash is murder—especially when you're ten feet tall. And any man is a giant wearing the stilts the shepherds wear at festival time in the south of France," writes Wendy Hilty, famous photographer friend of Canadian Club. "Once a vital part of life for these 'echassiers', the stilts raise a man four feet above ground. Threading my way through a herd of sheep on stilts was an obstacle race I'll never forget."



**2** "Mounting the stilts wasn't easy. The echassiers hoist themselves hand over hand up a pole. I needed help. A leg break faster than one of these hard-pine stilts, so I giant-stepped gingerly."



**3** "I didn't win the race, but I did get to present the prize, a woolly lamb, to the winner. Years ago, when this land was a region of small knolls, the shepherds stood all day on their stilts to spot straying sheep. Today they trot the stilts out only for festivals."

**4** "I came down to earth when I spotted a more familiar sight at the cafe in nearby Brocas—a bottle of Canadian Club! But that was no 'stray' for I find Canadian Club almost everywhere I travel."

Why this worldwide popularity? It's the distinctive light, satisfying flavour of Canadian Club. You can stay with it all evening long . . . in cocktails before dinner, and tall ones after. Try Canadian Club *yourself* and you'll see why it is served in every notable club, hotel or bar the world over.

IN 87 LANDS... "THE BEST IN THE HOUSE"

# "Canadian Club"

A DISTINGUISHED PRODUCT OF

## HIRAM WALKER

AND SONS, LIMITED

DISTILLERS OF FINE WHISKIES FOR OVER 100 YEARS



BY APPOINTMENT  
TO HER MAJESTY QUEEN ELIZABETH II  
SUPPLIERS OF "CANADIAN CLUB" WHISKY



## An All-Canadian Team...

**DT&C LEADS IN CHEMICAL PROCESSING, BUILDING MATERIALS, PULP & PAPER**

DTC, an all-Canadian group of companies, comprises a number of building materials companies, several in chemical processing and additional companies in the pulp and paper field. 95% of its dividends are paid to Canadian shareholders. DTC's management, its labour force and the services it

buys are 100% Canadian. The group has annual sales of \$200 million which contribute extensively to the economic health and wealth of the nation. These contributions are made in Canadian materials and services bought, wages paid and in continued assistance toward a favourable balance of trade.

**DOMINION TAR & CHEMICAL COMPANY LIMITED**

*Canadian owned and operated since 1929*







NO 7

ER